

PRINTERS' INK

Registered U. S. Patent Office

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10c A COPY

B. A. I. S. 1922 with
N. W. Ayer & Son

Tapestry Glass

THE laboratories of The Pittsburgh Plate Glass Company had evolved a new kind of plate glass. Wonderfully translucent sheets, through which light poured in abundant, diffused and beautiful brilliance. The glass itself was not transparent. The surface had a texture not unlike a fine fabric which effectively lent itself to etched or sand-blasted design. Fittingly, they named it Tapestry Glass.

Leading architects in St. Louis, who were the first to see it, immediately recognized its unusual artistic possibilities and employed it in several of the finest buildings then being erected,

The effects were enchanting and our client commandeered advertising to spread the story. They wrote us enthusiastically. They sent us samples. But there was something that evaded us. And then we went to St. Louis. There we saw Tapestry Glass in the imposing Missouri Pacific Hospital, in the beautiful Scottish Rite Cathedral, in the new St. Regis Apartments, in the new St. Louis University High School. The installations were a revelation and an inspiration—the rest was easy.

Understanding is the first step toward sales. Intelligent preparation of advertising insures intelligent reading of advertising.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Dec. 11, 1924

A national BUYING campaign



With the cash crops marketed, the profit banked and a good feed crop in the bins, the farmer looks ahead to 1925.

From now on he is planning the greatest collective purchasing campaign of the year. During the winter months he makes up his list of new machinery, tools, building materials, home conveniences and comforts that the farm and the family will need for next year.

When the farmer does his planning, the manufacturer should be doing his advertising.

"DISPLAY YOUR GOODS IN THE NATIONAL SHOW-WINDOW BEFORE 2,000,000 FARM FAMILIES."

Wisconsin Agriculturist
Established 1877

American Agriculturist
Established 1842

Progressive Farmer
Established 1886
Birmingham, Raleigh,
Memphis, Dallas

Wallaces' Farmer
Established 1895

Prairie Farmer, Chicago
Established 1841

The Farmer, St. Paul
Established 1882

Hoard's Dairyman
Established 1876

The Nebraska Farmer
Established 1859

Pacific Rural Press
Established 1871

The Breeder's Gazette
Established 1881

The Farmer's Wife
Established 1900

Standard Farm Papers

a sales influence in 2,000,000 farm homes

Harrison 7936
STANDARD FARM PAPERS, Inc.
Transportation Bldg.
Chicago, Ill.

Madison Sq. 6858
WALLACE C. RICHARDSON, Inc.
95 Madison Avenue
New York City

The Farmer's Wife, a National Magazine for Farm Women. The buying guide in over 750,000 farm homes.

PRINTERS' INK

Registered U. S. Patent Office

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NEW YORK, DECEMBER 11, 1924

No. 11

When Minimum Order Rule Is Not Good Merchandising

Smaller Retail Stock Idea Here to Stay and Manufacturer Must Be Guided Accordingly

By G. A. Nichols

If all this agitation about minimum orders has for its object the setting of certain arbitrary limitations below which merchandise will not be shipped to the retailer, it may as well stop where it is.

This would be indeed a joyous world for the producer if the retailer could so conduct his affairs that he would not need to order merchandise in small quantities. But the retailer, generally speaking, is not built that way. Indeed, today he is buying in smaller quantities than ever. There is an unprecedented inclination to keep stocks down at the lowest possible level. This means that there must be practically a continuous inflow of goods if the retailer's sales needs are going to be met, thus adding to the already heavy distribution burden of the manufacturer.

Anyway, the ordering of goods in quantities that will promote turnover is economically sound—that is, if distribution facilities are such that the goods can be promptly and readily obtained. The privilege is being abused. This is inevitable. In merchandising, as in everything else, there are plenty of people who will not or cannot bear their rightful share of the burden. The result is that some retailers, while most likely overstocked in the aggregate, have not a sufficient supply of merchandise in certain lines to meet any-

thing like a consistent demand from their trade. This, as Martin Hastings, Jr., pointed out in PRINTERS' INK for October 23, adds unfairly to the distribution worries of the manufacturer and interferes with the retailer's profit at a rate that would scare him stiff if he could only be made to realize what he is doing.

What is causing all this highly exaggerated conservatism which has increased the vogue of fragmentary buying to such a serious extent? Does it come from a growing understanding of the turnover principle and a fuller recognition of its importance? It does not. Any dealer who thoroughly understands turnover and makes an intelligent effort to practice it knows that having not enough merchandise in stock is worse if anything than having too much.

Go into the store of almost any retailer who has recently formed the habit of trying to order almost everything in quantities small beyond all sense or reason and you will find he is overstocked. Yet his stock is so poorly balanced that, while consisting of too much merchandise as a whole, it lacks variety. He has too much of a few items and this brings him to a place where he cannot or at least does not have enough items. He tries to fill the need by utilizing the kind of buying that is now making manufacturers seriously

Dec. 11, 1924

wonder if minimum order requirements should not be enforced.

How is the condition going to be met? Not by telling the retailer that he cannot have any goods at all unless he orders a specified quantity. The privilege of ordering in dozen lots or even on the one-twelfth dozen basis is what some of the radical political spellbinders doubtless would declare to be one of the retailer's inalienable rights. And this is what it really is.

The retailer has got to be permitted to go as far as he likes in practicing so-called hand-to-mouth buying. If the manufacturer's operating plan is such that he cannot fill small orders at a profit then his only alternative is to change the plan. His distribution system is radically wrong and the sooner he gets it fixed the happier and more prosperous he and his customers are going to be. He may need to establish spot warehouse stocks at strategic buying centres so as to put his goods in any quantity within easy reach of the dealer. He may need to make more extended use of the jobber.

Unless the manufacturer distributes and operates in a way that will make his goods available somewhere along the line, in small quantities, his educational presentation of the turnover principle is bound to fall more or less flat. To practice turnover one must have access to goods that he can draw from as he needs them.

Lest it might be thought that the writer is trying to preach here to people who naturally know a whole lot more about distribution than he ever will, it may be well to state that these ideas represent, in epitomized form, the experiences of concerns such as the Western Clock Co., the Eastman Kodak Company, the Cream of Wheat Company, the W. L. Douglas Shoe Co., the Brown Shoe Company, Wilson Bros., and many others that could be mentioned. These are among the firms that have contributed generously to the building of this article.

Some of the material within quotation marks here has to be anonymous because the firms,

while willing to tell their experiences to PRINTERS' INK for the benefit of American business in general do not, for reasons of their own, want to be mentioned by name. "However," as one general manager expresses it, "we do not object to being referred to as contributing."

RETAILERS DEMAND SMALL ORDERS

One of the manufacturers just mentioned will not ship to a retailer an order weighing less than 100 pounds. The requirement was made to guard against the heavy operating expense caused by packing and shipping small orders. The firm always has distributed a considerable part of its output through the jobber. But now, owing in part to the operation of the minimum order rule, it is selling only a fractional part of its goods direct. This shows that retailers, taken as a whole, are going to buy in small quantities whenever possible. The manufacturer in question, while protecting his own organization against the annoyances of the too small order, still has through the jobber ample facilities for taking care of such orders. The point is, somebody has to do this. If the manufacturer will not, then, considering his own best interests, he must pass that duty along to others.

"We were impressed by this condition in an interesting way," an official of the firm says. "The 100-pound minimum order requirement had been rigorously carried out in our dealings both with jobbers and retailers. And then we found an exception that it was necessary to correct. A number of years back we put on the market two numbers. On account of the merchandise being somewhat of an innovation at the time we decided we had better sell these two numbers direct to the retailer and leave the jobber out of the picture for the time being. We specified a minimum quantity on which freight would be prepaid from the factory. If the dealer did not care to purchase this quantity we would accept a smaller order, he paying his own freight. We were not distinctly incon-

Vaseline

REG. U. S. PAT. OFF.

PREPARATIONS



"THE American Language" by H. L. Mencken cites the trade-mark "Vaseline" as one which has become so popular and widely familiar that the Chesebrough Manufacturing Company frequently and emphatically needs call attention to the fact that this trade-mark is its own legal property.

But this whole-hearted acceptance of the trade-mark "Vaseline" is only significant of the tremendous popularity of the "Vaseline" Preparations. They fill a real need in the households of the entire world.

How perfectly the advertising of "Vaseline" Preparations hews to the line of "Truth Well Told" is plainly evidenced by history, for upon this principle the business of "Vaseline" Jelly and Specialties has been consistently enlarged during the thirteen years that the McCann Company has been responsible for it.

THE H. K. McCANN COMPANY
Advertising

NEW YORK CLEVELAND SAN FRANCISCO DENVER
CHICAGO LOS ANGELES MONTREAL TORONTO

venienced by these small orders, but it must be remembered that the two numbers which were distributed direct to the retailer represented only a small proportion of our production.

"As time went on, however, the plan of having two methods of distribution became more and more unsatisfactory. Eventually we reached the point where we had to decide whether we should distribute our full line directly to the retailer or let the jobber have the two numbers with the rest of the line he then was distributing. Inasmuch as, at that time, the two numbers represented about 25 per cent of our production we finally decided in favor of the jobber and gave him our entire line.

"And now comes the interesting part: We naturally retained the privilege of selling direct to any dealer who wanted to buy his goods that way. At the time the jobber was given the two numbers, we had a large number of retailers who were in the habit of ordering the two items from us in 100-pound lots. They apparently had sufficient selling capacity to enable them to handle the larger quantities. After the change had been made, our salesmen calling upon these dealers would give them the privilege of having shipments made either through us or the jobber as was the case in our other items. In a little while, though, our salesmen began to find that more and more of these dealers secured their supplies mostly from local or nearby jobbers. The price was the same, yet the dealers preferred to buy the goods in smaller quantities. Today our salesmen calling on the retail trade get far more orders to be filled from the jobber's stock than they do for direct shipments from the factory. Plainly it is because the factory has a minimum shipping requirement while the jobber has not."

This manufacturer is a firm friend of the minimum order. When the two numbers were distributed exclusively through the retailer the factory's unit of shipment was about eighteen to each invoice. Had the concern decided

to keep on with that plan and if the same unit of shipment prevailed today it would require approximately 1,300 individual shipments daily to dispose of the factory's present production, whereas by distributing through the jobber it averages about 125 shipments daily.

IMPORTANCE OF SMALL ORDERS

It is quite the fashion, in some quarters, to bring out more or less elaborate showings of figures to prove that filling the small order as such is not profitable. According to the idea of concerns such as the Eastman Kodak Company this is a very shortsighted policy, even though the figures may be strictly accurate. L. B. Jones, vice-president of the Eastman company, which does not have any minimum requirement on its goods, admits that "we undoubtedly lose something on a small order now and then, but this is all a part of the service which we try to render to the trade and to the public."

It is no more reasonable for the manufacturer to expect to get his average net profit on absolutely every transaction than it is for the grocer to expect to gain that kind of profit from selling sugar, or the hardware man from selling nails. It is well known that every retailer has scores of transactions each day that pay no direct profit. But if he knows his business this fact worries him not in the least. He is shaping his course all the while to get a satisfactory average profit.

It is interesting to note, too, that some firms which have periodic upheavals on the cost of filling small orders are the most consistently prosperous.

The department heads of one of the country's largest jobbing concerns located in an Eastern city were having a conference not long ago considering various things for the good of the business. The superintendent, who is in direct charge of operation, said the sales department was turning in entirely too many small orders.

"Do you realize," he asked the sales manager, "that we actually lose money on every one of these



*To All Friends
and
Prospective Friends
of the
American Needlewoman*



The beginning of each new year, in the past, has brought such hosts of new friends to the American Needlewoman that we know we must have, right now, a great number of *prospective* friends among advertisers.

We include, therefore, all our *prospective*, as well as our old friends, in wishing you the merriest of Christmases and the very best of success and prosperity that the New Year has in store.

May we suggest that an investigation of what we have to offer the advertiser can materially enhance that success and prosperity for you in 1925?

Once again—a Very Merry Christmas and a Happy New Year!

*The AMERICAN
NEEDLEWOMAN*

WILLIAM F. HARING, *Adv. Mgr.*
270 Madison Avenue, New York City
Telephone, Caledonia 8002

W. H. McCURDY, *Western Mgr.*
30 No. Dearborn Street Chicago, Ill.

orders? What I mean is that the cost of filling them amounts to quite a bit more than our gross profit on the items."

And then he detailed the various steps of packing, shipping and billing involved in a number of typical transactions, using a string of decimals to show the exact cost of each step.

"Yes," the sales manager sarcastically agreed, "I guess this firm is going on the rocks financially. Our statement for 1922, which was absolutely not a good year, shows an increase of nearly \$1,000,000 in our net profits. Where are we getting all this money if we lose so much on filling our orders?"

The superintendent, of course, was approaching the matter from an operating rather than a sales standpoint. Also he was figuring his costs on the individual order. It is quite possible, as the sales manager at the time pointed out to him, that the small orders in the aggregate would show a satisfactory net profit. The law of volume can work here as well as it does anywhere else.

Leading manufacturers with whom this matter has been discussed declare that one remedy for the small-order evil—if evil it can be called—is in the exercise of merchandising policies, largely of an educational advertising nature, that will tend to correct the lazy and shiftless buying habits practiced even by progressive retailers.

It is lazy buying that produces poorly balanced stocks, and these in turn lead to piecemeal orders. One good way to work toward a properly diversified retail stock and thus bring about sufficient attention to each department in a way to increase orders is to show the dealer how to apportion his investment so that he can have the room and capital for an adequate showing of goods—have enough of all lines, instead of having too much of some and too little of others. Some manufacturers think this kind of educational advertising is something exclusively for the jobber or for the manufacturer who handles many lines. It

can be done effectively even though the manufacturer may have but one line to sell to the trade.

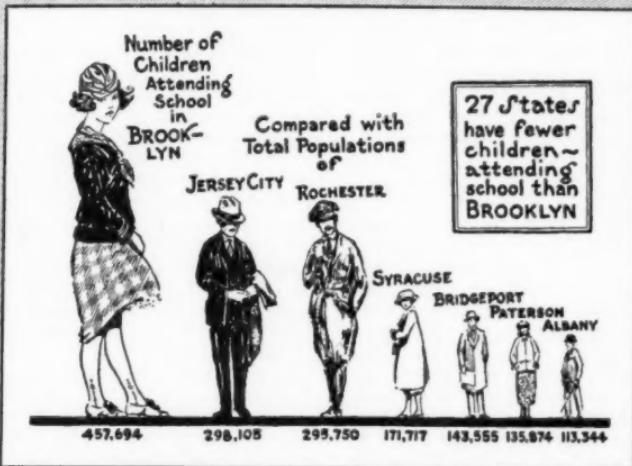
Take, for example, the instructive advertising effort now being carried on by the Kiel Furniture Company, of Milwaukee, which manufactures living-room and dining-room tables.

The average investment in tables best conducive to a retail furniture store's profit interests is about 8 per cent of the whole. The Kiel company has ascertained after careful investigation, that only in comparatively few stores does this figure hold good. Some stores have much more than 8 per cent, while the majority have less. Through a series of business-paper advertisements, which tells about a market the company has created for tables through campaigns in consumer mediums, an effort is being made to induce the dealer to put more sales effort behind tables. The company will back him up with attractive store display material, advertisements for his local newspaper and especially designed consumer literature. All this, if intelligently persisted in, will cause the dealer to look at tables in a bigger way and automatically cause him to be receptive to the 8 per cent idea. Open the way for the selling, and the buying follows as a matter of course.

As to the relative advantages of this sort of constructive business-building over any dogmatic minimum order requirement, there can be no argument. When the individual manufacturer will take the trouble to ascertain what proportion of a retail stock should be made up of his goods and will work to that end through his printed advertising and his salesmen there will be fewer overstocks of the kind related to this writer just the other day by the owner of a small general store in an Eastern State. This man discovered, to his dismay, that he had in stock seventy-five pairs of boys' overshoes, size six, and wondered what he was going to do with them. He probably will have to

(Continued on page 206)

Nearly half a million children attend Brooklyn schools.



500,000 children eat up a lot and wear out a lot in necessities, comforts and luxuries.

The Standard Union never prints anything a school child ought not to read.

R. G. R. Huntington
President

Lee Tire Drops 9,000 Dealers to Increase Profits

By Discarding 90 Per Cent of Its Dealers the Lee Tire Company Expects to Make Considerable Savings in Selling Expense

By Charles G. Muller

ON October 1 the Lee Tire & Rubber Company had 10,000 dealers throughout the United States. By December 1, it was expected, the company would have 1,000.

Why?

Because the Lee company believes that it can sell its entire output of automobile tires through a thousand good dealers by intense effort. It also believes that, as a result, it will completely satisfy its fewer dealers, build a superior tire, sell its product at a higher price, chop its accounting staff and slice its sales force.

Back of this move is a complete change of policy. According to General Sales Manager H. E. Field, the Lee company, up to five years ago, turned out a quality tire and paid little or no attention to competition. Then, five years ago, the directors decided that the concern was not growing fast enough and that the only way to grow faster was to jump right into the competitive field and play the game with everyone else.

Consequently, Lee changed its policy. It followed competition and it built a \$12,000,000 business with about 10,000 dealers. To sell these dealers a large sales force was necessary. A large accounting force was also required.

It found that the cost of keeping accounts for 10,000 dealers dissipated the profit from the accounts. The sales expense was high as well, for the product was parceled out among too many small retailers. On top of this, production could not keep up with demand and many progressive dealers throughout the country suffered from a shortage of stock.

Looking back over the five years, the directors found themselves in the anomalous position of having too many retailers. They had oversold the product to the detriment of many dealers

who could not increase their volume. In addition, the company's expense in serving too many retailers was out of all proportion to the total volume.

Months ago the company took up a plan to withdraw from the competitive field, to go back to the old basis of manufacturing a quality tire at a price believed proportionate to the quality and to sell the tire on its merits, letting all thought of meeting competitive prices go by the board.

The plan entailed drastic changes. From 10,000 dealers and distributors, a cut was to be made to 500 dealers handled direct from the main office and 500 jobbers and jobbers' dealers. The accounting and sales forces would be cut in the same ratio.

The results planned were to be:

(1) Release from competitive reductions in price and material of tires, and consequent increase of profit on quality basis;

(2) Satisfaction of 1,000 dealers who could use the entire factory product instead of dissatisfaction of 10,000 retailers who could not be adequately supplied;

(3) Greater net profit due to smaller selling, accounting and administrative expense.

The plan was accepted, and on October 1 the new policy was announced.

Dealers were told that the company had removed itself from competitive trade. They were also told the company felt that the man who could merely pass tires across the counter on a price basis was inefficient and that the efficient dealer would prefer to sell tires on their merits. Then the efficient dealers were offered minimum contracts of \$10,000.

The immediate reaction was as violent as it was expected to be, but the final result was as satisfying as Mr. Field and the other officials of the company hoped.

A dealer in Utah, when noti-

An edition that is limited to one copy only

~your copy

SUPPOSE there were put on your desk this morning a book containing such information as:

What your chief competitors are doing.

What consumers really think of your products—and your competitors' products.

What dealers say you should do to enable them to get more sales and bigger profits.

Markets you aren't reaching and how to reach them—quickly—economically.

A Richards Book of Facts contains exactly that kind of information built to your order from facts gathered in the field. For one manufacturer, his Richards Book of Facts changed his entire system of distribution. For another, it made a vital change in selling plans. For another, it revolutionized his methods of advertising.

For still another, the original "facts book" was boiled down into an interesting and helpful sales manual that every salesman uses in his daily work—a constant source of sales and marketing information.

As one manufacturer puts it, "The book gives me a wonderful sense of security. Instead of guessing blindly and stumbling along in the dark, I now have a fund of practical information that provides a logical background for everything I do."

We will gladly tell any manufacturer how a Richards Book of Facts may be used in his business as the basis of sound merchandising and advertising plans.

JOSÉPH
RICHARDS
COMPANY, Inc.

253 Park Avenue
New York



"The Richards Book . . . provides a logical background for everything I do."
From a Manufacturer's Statement.

RICHARDS "Facts first—then Advertising"

Dec. 11, 1924

fied by letter of the change, went up in the air. But when a salesman personally told him the story and pointed out to him how he would get a really valuable account by the new plan, the dealer seized the opportunity to sign a contract. One of the biggest jobbing accounts in Minnesota was given notice, and when the company sent out the notice it was fairly certain the half million-dollar account was lost, because this jobber was in a district where 30 x 3½ tires had a tremendous sale at \$6. Lee's tires were priced at \$20. Word came that the jobber was on his way to the company's office in New York.

With the feeling that he was talking to this man for the last time, Mr. Field told him the story of the new policy. When he finished he waited for the jobber to say farewell forever.

Instead the jobber shook his hand. "You couldn't have written a better book than this story," he declared emphatically. "I'm keen for the plan."

Immediately following the announcement of Lee's new policy, advertisements for new dealers were run in trade papers under a heading: "An opening for 500 Lee dealers in these States—no more!" Beside a list of the States ran this story:

The Lee line has been oversold this year. But we will not increase our factory's present capacity—we will continue the limited production of a front rank product for the discriminating consumer and the discriminating tire merchant. The Lee company confidently predicts a return of quality buying in 1925 at commensurate prices and has brought several refinements of manufacture into the Lee line in anticipation of this condition.

Dealers who qualify for the Lee 1925 franchise will receive their stock promptly from nearby warehouses. They will enjoy direct contact with headquarters, in both sales and advertising activities, where all red tape and cumbersome details have been eliminated, thereby making it possible to offer the dealer a real business proposition if he can qualify.

Results were apparent at once. On November 1, applications had reached the office at the rate of ten or twelve daily at the \$10,000 minimum.

All branches have been closed

except as warehouses with no dealer facilities, all credit being established at the New York office and all bills being payable at New York. However, salesmen work out of these warehouses on a basis of one salesman for every fourteen dealers. For example, the Atlanta warehouse will take care of the Southern district, where about 100 dealers are allowed under the new plan. Each salesman will visit each of his dealers twice a month to give the greatest possible co-operation.

He will aid the dealer in his local advertising problems, the company contracting to run a substantial newspaper campaign on behalf of the dealer who will contract in turn for a consumer letter and mailing-piece service. The details are handled by the Lee company and the direct-mail material goes to local prospects during the progress of the newspaper campaign.

There are five such warehouses under direct control of the New York office. They are in Boston, Chicago, Atlanta, Kansas City and San Francisco.

Distributors and distributors' dealers will make up the other 500 outlets for Lee tires, many of the jobbers having several retail stores in their organization. These distributors will deal direct with the Lee company and direct with their dealers, so that the Lee company will have only the accounts of its own 500 dealers to take care of.

With the inauguration of the new policy, prices were advanced over last year in the face of a price reduction by other companies.

Because dealers and distributors quickly took up contracts on the new basis and declared themselves keen for the quality-first plan, the Lee company is convinced that its drastic action was the proper action. And, Mr. Field told me, if Lee finds it can properly supply these thousand dealers it ultimately will double the number as a maximum and be content to sell only that quantity of quality tires which can be sold by 2,000 dealers.

Population Classifies Itself by the Papers it Reads

In the Boston Area, those on the way up and those who have arrived, attach themselves to the Boston Evening Transcript. They may read other papers for this news department or that—but the paper they read thoroughly, the paper they cannot do without, the paper they regard as their paper is the Boston Evening Transcript. It is the only Boston daily paper never sold for less than three cents per copy—the Saturday edition selling for five cents.

The Boston Evening Transcript is the advertiser's passport to the best buying element in the Boston market.

Recognition of Transcript superiority by National Advertisers has been evidenced in the most practical manner.

Boston Evening Transcript *Highest RATIO of buyers to readers*

National Advertising Representatives

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

Dec. 11, 1924

First

Radio advertisers prefer the Herald and Examiner as Chicago's leading radio medium.

NATIONAL RADIO ADVERTISING
November, 1924

	Agate Lines
HERALD AND EXAMINER.....	47,067
Daily News.....	41,679
Tribune.....	37,001
American.....	36,560
Post.....	7,503
Journal.....	4,334

All of the figures used in this advertisement are from the Advertising Record Company, an independent audit bureau supported by all Chicago newspapers.

Chicago Herald

NEW YORK: 1819 Broadway

.. in Radio

Four Chicago newspapers published Radio Show Numbers. The comparative lineage totals follow:

	Agate Lines
HERALD AND EXAMINER.....	27,838
American.....	23,068
Tribune.....	19,310
News.....	17,287

Among the advertisers who used the Herald and Examiner Radio Show Number were the following:

Acme Apparatus Co.	Lambert, Leon
Alter, Harry & Co.	Lane Manufacturing Co.
Ambassador Sales Co.	Marshall Electric Co.
Amesco Products, Inc.	Midwest Radio Corporation
Apex Electric Manufacturing Co.	Mohawk Electric Corporation
Armac Radio Co.	Murdock, Wm. J., Co.
Barnett, Lloyd Co.	Music Master Corporation
Brooklyn Metal Stamping Co.	Muter Co.
Brunswick-Balke Collender Co.	Ozarka, Inc.
Chicago Solder Co.	Pacent Electric Co.
Cleartone Radio Co.	Pellet Magneto Co.
Coats, F. B. Co.	Pioneer Radio Equipment Co.
Crosley Radio Corporation.	Radio Corporation of America
Daven Radio Co.	Rauland Manufacturing Co.
Dayton Fan & Motor Co.	Rauschenberg Co.
De Forest Radio Co.	Reichman Co.
Dubilier Condenser & Radio Corp.	Richards, Elmer, Co.
Eisemann Magneto Corporation	Richardson Radio, Inc.
Electric Service Supply Co.	Sampson Electric Co.
Formica Insulation Co.	Signal Electric Manufacturing Co.
Frost, Herbert H. Co.	Sleeper Radio Co.
Freshman, Chas., Co.	Saint James Laboratories
Herald Electric Co.	Steinite Laboratories
Howard Radio Co.	Sterling Manufacturing Co.
Independent Radio Mfrs., Inc.	Thompson, R. E., Mfg. Co.
Kennedy, Colin B.	

and Examiner

SAN FRANCISCO: *Monadnock Bldg.*

Radio Show Week in Chicago

In Radio Show Week, November 18-22, radio manufacturers and distributors placed more advertising in The Chicago Daily News than in any other Chicago newspaper, daily or Sunday—this lineage totaling 24,396 lines in The Daily News, as against 22,596 lines in the next highest paper.*

These advertisers know that The Daily News is the most effective medium in Chicago for the sale of radio sets and parts.

THE CHICAGO DAILY NEWS
First in Chicago

*Figures supplied by The Advertising Record Co., an independent audit service maintained by all Chicago newspapers.

Second-Class Postal Rate Increase Imminent

Congressmen and Officials of Postal Department Are Agreed That a Bill Will Be Passed to Meet, in Part, Loss That Is Indicated in Report on Postal Costs

*Washington Bureau
of Printers' Ink*

WHILE there is considerable diversity of opinion among those Congressmen and Post Office officials who are most intimately concerned with the postal controversy, they all appear to agree that one inevitable result of the recent report on postal costs and pending legislation will be an increase in second-class postage rates.

It is expected that Congress will soon give its attention to the readjustment of rates, and fix the increases on those classes of mail which show a decided loss. Undoubtedly the majority of senators and representatives believe that the second-class mail should be carried at a loss and that the increase should be slight; but there is a faction in both Houses that has energetically expressed the opposite opinion. On other occasions, this faction has attempted to prove the fallacy that because of very low second class rates publishers were making inordinate profits out of advertising, and largely at the expense of the Government.

In a readjustment of rates, this faction undoubtedly will make its influence effective to some degree. In the past its demands have been supported only by guesswork; but now it has the officially reported loss of nearly \$75,000,000 a year on second class mail for a basis of argument, besides the raising of \$68,000,000 a year by means of rate increases which the passage of the Kelly-Edge bill would necessitate.

From the opinions of a number of officials and Congressmen, it is impossible to arrive at any other logical conclusion than that the results will be detrimental to advertising. While the increase on the second class rate may be slight

enough to be absorbed by the publishing industry without considerable disturbance, the present indications are otherwise. The increase may be heavy enough to drive weak publications out of business and materially increase the advertising rates of all magazines and many newspapers.

Both Senator Edge and Representative Kelly, who introduced the salary increase bill, are confident that it soon will be passed over the veto of the President. The matter is now up to the Senate, and, according to excellent authority, a recent canvass of that body shows that it will be necessary to change at least four votes to prevent the passage of the bill.

DELAY POSSIBLE

Several Congressmen and others who have studied the subject pointed out the only possible way in which these votes can be changed and passage of the Kelly-Edge bill prevented. They mentioned the tremendous avalanche of propaganda that was poured in on Congress while the bill was pending, and said that its influence could be counteracted only if the passage of the bill were delayed, and then only by concentrating on the Senate many immediate and emphatic expressions of opposition to the bill, not only from the publishers of the country, but also from other influential business interests and the public.

While few public documents have ever attracted so much attention and created so much discussion among Congressmen, it has been impossible to secure from several of them interpretations of the salient figures of the report further than that the costs disclosed will necessitate a higher second rate, with probable higher third and fourth rate postage. The officials of the Post Office Depart-

Dec. 11, 1924

ment are not inclined to commit themselves as to any further outcome of the report, evidently preferring to let the figures of the cost ascertainment do the talking.

Joseph Stewart, executive assistant to the Postmaster General, and chairman of the departmental committee of experts who conducted the work, briefly reviewed the conditions which led up to the cost-finding program, explained that the entire effort was conducted impartially and with the greatest care, and said that there undoubtedly would be an increase in second and other class rates if the Kelly-Edge bill was passed.

"While the popular view," he continued, "may be to make the increase of the rate of second class mail take care of a large part of the annual loss of nearly \$75,000,000 disclosed by the cost ascertainment, I do not think that the natural growth of the business of the Post Office and the general policy of the department would make such a thing either fair or feasible. No attempt has ever been made to make the Post Office service on second class mail pay its cost.

"Congress asked for definite information on which to base an increase of rates for the purposes of the salary increase bill. Now Congress has that information, and the Senate is still giving its consideration to the salary bill.

"It looks like an increase on second class mail if the salary bill goes through. Otherwise, I am sure that the Department would not recommend any increases."

On last Friday morning, at the office of Senator Edge, the information was given to newspaper men that the Senator would bring up the bill for passage over the President's veto at the earliest possible moment, that both leaders of the Senate were friendly to the bill, and that its final enactment was assured. Later in the day, Senator Edge expressed the opinion that the cost report would have little or no effect on the pending legislation.

"I've never believed," he said, "that there is any controlling rela-

tionship between postal rates and the salaries of the men; but I am willing to give consideration to both. The men are either entitled to a raise in salary, or they are not entitled to it. I take the former view of the matter, and I do not believe that just raises in the salaries of the men should be prevented by lack of income.

"I fully recognize the educational value of cheap postage and will give careful consideration to the report with an idea concerning additional revenue; but the pending salary increase bill, so far as I'm concerned, should stand entirely on its own basis of justification. With that conviction, I'm for the bill."

He also explained at some length that if the question of salary increase was entirely contingent on revenue, it would have been necessary for the Department to reduce salaries every time postage rates were reduced in the past. Every reduction in postage rates, he said further, encouraged an increase in business that soon took care of the loss.

"During the last forty years," he continued, "we have had five increases in the salaries of postal workers, and every increase has been paid for by increased business within from three to five years. I don't say that I'm not in favor of an increase in second class rates to take care of the immediate expense of salary increases. However, that's a separate problem to be solved later. All revenue measures must come to the Senate from the House, and our present problem deals only with the vetoed measure."

In other words, the Senator is not opposed in any way to the increase in second class rates that the passage of the salary increase bill is supposed to necessitate. And Senator Edge's opinions are thought to have added weight on the floor of the Senate, in regard to this bill, because he was for many years a publisher and an active member of an advertising agency.

Congressman Kelly expressed the belief that the loss on second

class mail as set forth by the report is far too large; but he explained that the wide publicity it had received would create impressions on the public mind impossible to correct, and that the erroneous impressions might result in placing a heavy burden of increase on the second class rates.

"To make the second class mail absorb all of the loss shown by the report," he said, "would drive practically all publications from the mails; but there is no doubt that the publishers of the country can look forward to an increase of postage rates.

"I am convinced that the figures of the report are not correct, and that there have been many mistakes in the apportionment of overhead expenses. Because there are 188 large pages of complicated tabulated matter in the report some time will be required to analyze the figures properly and completely. However, I have spent some hours in a study of the report, and even the most casual survey of the record shows glaring inconsistencies.

"For instance, the report considers penalty matter, mail sent free by Government departments, to amount to an expense of about \$6,000,000. In the Postmaster General's report for 1924 this one item is fixed at \$12,000,000 and this would indicate that at least \$6,000,000 has been charged to other classes of mail matter.

LARGE LOSS ON PARCEL POST

"Then the report makes the statement that parcel post comprises more than 60 per cent of the volume of mail, and brings in less than 20 per cent of the postal revenue. This is certainly proof that there is a greater loss than \$6,000,000 on parcel post matter."

Mr. Kelly is chairman of the House sub-committee on postage rates, and he said that his committee would take up the question of increasing rates immediately after the passage of the salary increase bill, and that a revision will then be formulated and recommended to Congress.

"We shall expect the Post Office representatives," he added, "to explain how they apportioned expenses to various classes of mail. We shall do everything we can to arrive at correct conclusions, and increases in rates will be apportioned accordingly."

When the question of a second class rate increase was mentioned to Postmaster General New, he replied that the figures offer their own indications, and he was emphatic in his declaration that every item of the report was absolutely correct.

"I am convinced," he said, "that the report is one that can be sustained and that the figures are unquestionably accurate. It was honestly made; scientifically and correctly made. I'll stand by it!"

"Before I gave out the report I submitted it to the best firm of certified accountants I know of. They had it two months. My instructions to them were to go through it from end to end without prejudice or favor of any character, and if there were any holes in it to find them and point them out to me. I told them I wouldn't sign anything they couldn't defend.

"The Department wanted the truth and nothing but the truth. I assured the accountant of that fact, and I depended on the best authorities I could find to locate the errors in the report if there were any. Now, in addition to formally attaching their certificate of excellence to the report, the accountants have endorsed it to me as a phenomenal piece of work which they are prepared to defend. There is not the slightest doubt or question that the advertisers and publishers of the country can accept the report in all of its details as absolutely correct and authentic.

"The figures have told us a great deal that we did not know about the postal service. The report has brought many surprises to those who know the work of the Post Office best."

The Postmaster General then expressed the opinion that the report would do a great deal of

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good, so far as the public is concerned, in correcting many wild and unfounded statements regarding postal costs that have gained wide publicity. It will be recalled that the claim was made in Congress about three years ago that the Government was losing \$200,000 a year on the parcel post. During the present session of Congress statements of this loss have been made in both Houses that estimated it variously from \$50,000,000 a year upward. And it has been said frequently that the loss on second-class mail was little or nothing.

"One thing to which I'd particularly invite attention," Postmaster General New continued, "is the contrast between the figures of the report and the extravagant statements made by some people as to what the loss was on parcel post. Such statements now appear ridiculous. However, the low cost of parcel post service was a surprise to the experts of the Department who thought it would be considerably larger.

"The high cost of carrying the second-class mail was also a surprise, and if Congress wants the opinion of the Department regarding an increase in the rate I'm ready to convey it. That Congress is determined to pass the salary increase bill is perfectly apparent. According to the Post Office estimate the increase of salaries will increase the expense of the Department about \$68,000,000 a year. The money for this purpose must come from somewhere, and it is only the passage of the bill that will necessitate any increase whatever on any class of mail. If the Post Office were left alone, my confident belief is that it would be paying its own way before the end of the fiscal year of 1926.

"But if we are required to increase expenses \$68,000,000 a year, we must see that the necessary rate increases are not excessive upon any class; but they will, of necessity, affect all users of the mails. I don't think that there is a bit of doubt that we shall have

an increase in the rates of second and fourth class.

"There will be those who will say that the publishers should pay the full cost of transporting their class of mail. In my judgment all arguments of the kind are based on fallacies. I don't believe that the publishers should be asked to do so, and I don't believe they could if they were asked. I think it will be necessary to recommend certain increases; but I am, myself, opposed to making the increases so large that they can't be met, or so large that they will impose an unreasonable burden on publications.

"It should be remembered that it's been nearly fifteen years since there was a cost ascertainment of the postal service. As a matter of fact, the Department has been more or less in the dark, just as any other great business would have been under similar circumstances. In the interests of publishers, advertisers and all other users of the mails, I think an arrangement should be made whereby the Department would be advised of costs every year, and I shall recommend to Congress, in connection with this report, that legislation be enacted that will enable us to keep informed as to details of cost."

Piver Perfume Account to Dorrance, Sullivan

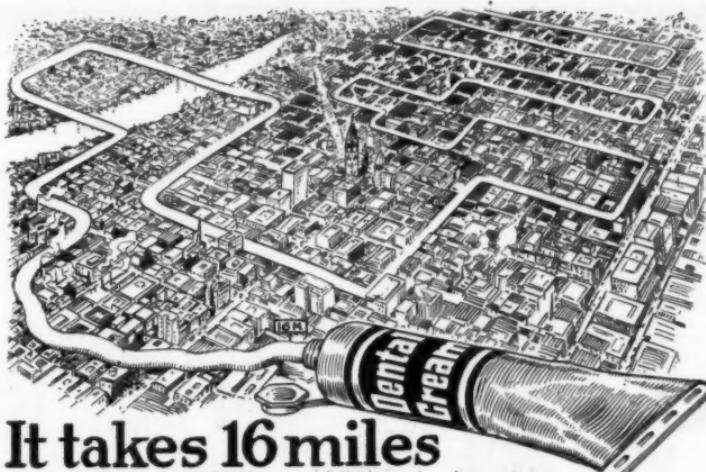
L. T. Piver, Inc., American distributor of L. T. Piver, of Paris, manufacturer of Azurea, Misti, Floramye, and other perfumes, has placed its advertising account with the New York office of Dorrance, Sullivan & Company.

Moon Motor Appoints D'Arcy Agency

Oliver A. Life, advertising manager of the Moon Motor Car Company, St. Louis, informs PRINTERS' INK that the D'Arcy Advertising Company, also of St. Louis, has been appointed to direct the advertising of Moon motor cars.

Kroehler Account for A. J. Denne Agency

The Kroehler Manufacturing Co. Ltd., Stratford, Ont., has appointed A. J. Denne & Co. Ltd., Toronto, Ont., advertising agency, to direct its advertising.



It takes 16 miles of tooth paste to start the "Big Fellows' day—

Tooth paste is a mighty small item in the daily budget—but 16 miles of it would be necessary to supply each Bulletin Reader and his family tomorrow morning.

His wife and daughters, being natives of a city famed for feminine charm, spend many times the tooth paste budget for the many kinds of cosmetics, perfumes and toilet articles used by the woman of today.

There's no magic to the Bulletin's circulation—which is one of the largest in America—but there is a reader-acceptance that smoothes the way for those who divert sufficient of their funds to talk to Philadelphians in the paper nearly every one of the half-million Philadelphia families read.

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

516,609

Average Daily Net Circulation for Six Months Ending Sept. 31, 1924
Copyright, 1924—Bulletin Company

Dec. 11, 1924

January The
RED H
distribution of
the December issue
more than

9,460,
9,460,
9,460,

BOOK *Magazine's*

000 copies

copies

Dec. 11, 1924

The
Milwaukee
JOURNAL

How Milwaukee Advertisers Invest Their Money—

Comparison based on November,
1924, lineage figures and
minimum card rates of the
three Milwaukee newspapers.



Second Milwaukee Paper Third Milwaukee Paper

LOCAL advertisers in Milwaukee are now investing more than three times as much money in the Journal as in either of the other two Milwaukee Newspapers. Year after year they concentrate the bulk of their advertising in this Newspaper. Local advertisers know local conditions — they invest to get most results at lowest cost per sale.

The Milwaukee
JOURNAL
FIRST - by Merit

"Give Me the Exclusive Agency"

Hints That May Help in Meeting a Possibly Embarrassing Situation

By Carl E. Behr

Sales Manager, Paul F. Beich Company

THERE is some justification for exclusive sale under certain conditions on high-priced lines for which no consumer preference has been established.

But supposing your product is well known to the consumer and you have found by experience it is to your interest to sell more than one dealer in a neighborhood. What shall be your reply when you get a letter asking for exclusive sale in a case like this? You have said different things on the spur of the moment, sometimes the wrong ones as was afterward proved. Perhaps the letter was written on one of those busy days when you thought more of getting through the day's work than you did of the yearly purchases of that dealer 1,000 miles away.

Perhaps you didn't say the wrong thing but simply did not think of the best—the most convincing reason. You had been giving your opinion on a new package, interviewing an important wholesaler, posting a salesman who was in the house for a few days—and the correspondence did not get the consideration it deserved.

Perhaps you can say yes in the occasional instance. If the dealer is an exceptionally good one in a small-size city, you may want to. Even if the city is larger and he agrees to handle no competitive product, you may meet his views.

In the candy business there is no disposition to ask for exclusive sale on five- and ten-cent candy bars or on bulk candy, but only on package candies that retail from eighty cents per pound up.

Most of us will agree that the dealer and his clerks have considerable influence on the sale of such box goods. My investigations, while not very extensive,

have shown that excepting in the very large cities and in stores catering largely to transients over half of the purchases of package candy are made without asking for a brand. The dealer generally places three or four boxes before the buyer and the selection is made from among those packages to which the dealer has given his preference.

If we agree that in nearly all cases our sales are increased by an increase in number of outlets, still we cannot approach the dealer from that angle. The reasons we give must appeal to him from his viewpoint. We must show him that his sales do not decrease or that they actually increase with a number of dealers selling the same line.

Hence I shall attempt to list the best reasons to give the dealer when we cannot grant his request. These reasons are not alone based on my own experience but were gained from meeting sales executives with similar problems and from close contact with numerous retailers.

CONVINCING DEALER HE DOES NOT WANT SALE AGENCY

If the dealer sells competing lines, he will admit he cannot give your line his full co-operation and most dealers are fair enough to see that the manufacturer must sell other dealers.

One manufacturer was in the habit of asking dealers who wanted exclusive representation whether they would pay for the local advertising. Generally they would admit that if they did get all the business in the town and the maker paid for the advertising, there would be a waste. He told me that he never found a dealer willing to pay for his local advertising, even though he could

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thereby control the local sale.

One nationally known manufacturer of pharmaceuticals, who is occasionally asked for exclusive representation, replies that he cannot discriminate in favor of one dealer against another. This house has the prestige to make this a sufficient reason.

A Southern manufacturer of high-priced candy who formerly sold on an exclusive agreement everywhere, now makes such an agreement only in towns of 10,000 or 15,000 population or less. In larger cities he sells more than one account and if the question is brought up he tells the dealer that just as he has many customers who do not purchase at other stores, so the other fellow has exclusive customers and the word-of-mouth advertising helps them both. They both sell more because they both display the product and both boast it.

One of the prominent makers of nationally distributed package chocolates formerly advertised that only one dealer in a town—generally the druggist—sold his line. Now, however, it is placed in as many candy, drug and cigar stores as the salesman is capable of selling, or wants to sell.

The druggists who formerly had the exclusive arrangement were not featuring the line in most instances, consequently the policy had to be changed. Now nearly every dealer sells two or three lines including this one, but there are almost four times as many dealers as there were under the old plan.

A knowledge of local conditions is always of great value and the necessary data can generally be obtained from the salesman covering the territory in sufficient time to answer a letter of such importance. Say, the request is from a city of 25,000 people. Probably it has a Main Street or a Public Square, a West End and other outlying business sections, also an important group of stores around the industrial neighborhood.

If the request comes from one of the prominent uptown stores, it cannot be handled in the same manner as if it came from the

store adjacent to the college campus; and the neighborhood pharmacy will be benefited by the fact that the store on the square sells the same brand. But, how about the store on Main Street?

If the consumer has a decided preference for your product, you undoubtedly can show the retailer that things that are purchased on the spur of the moment like candy require thorough distribution, that the consumer on the outskirts of the town would not go a mile in order to obtain his favorite brand if it were sold at only one store. On the other hand, the preference that may have resulted from the purchase at a suburban shop may be converted into subsequent sales at the uptown store which has a bigger assortment from which to choose.

The dealer admits his purchases do not run into large volume and he can be convinced that sales and advertising expense would be prohibitive on an exclusive agency proposition, while in selling every store, a large enough business is obtained to make the cost to the consumer modest and the advertising assists materially in making the turnover rapid.

THIS DRUGGIST NOT SOLD ON RESTRICTED LINES

I inquired of the most prominent druggist in a city of 100,000 what his first reaction would be to an offer of exclusive sale on a perfume, toilet preparation, or candy and his reply was that it would create a doubt whether the product were readily salable, that he would be inclined to believe it to be a weak sister, dependent on his own efforts to sell it, probably without either local or national advertising.

There is a radical difference in the value of exclusive sale agreements to both retailer and manufacturer in the sale of a suit of clothes as contrasted with the purchase of a specialty. You will probably deliberate and consider the purchase of a suit for several days, but the candy purchase is made on impulse and at any convenient store.

Say to the dealer that he would

The George L. Dyer Company

42 Broadway, New York

76 W. Monroe St., Chicago

The Planters' Bldg. St. Louis



Newspaper
and
Magazine
Advertising

Publicity and
Merchandising Counsel

Dec. 11, 1924

be perfectly willing to walk several blocks to select a hat or pair of shoes, but he wouldn't go very far out of his way to get his preference in a soft drink or a box of chocolates, to take home to his wife or children.

Most convincing of all is to give the dealer an actual instance of a city in which one dealer's volume was not reduced when other stores were later sold. It is not difficult to cite instances of lines which have increased in salability with the increase in number of retail outlets in a city. All druggists are familiar with numerous instances of this kind and the candy store owner knows that the items on which his turnover is most rapid are also sold by every other candy shop.

The manufacturer cannot grow steadily unless his dealer policy is right and the best evidence that exclusive selling arrangements on things sold on impulse are not profitable to either party is that they are almost a thing of the past. The makers who formerly sold through a few outlets but who are now pursuing a policy of selling many dealers are increasing their sales consistently.

John A. Dickson, Secretary, Mitchell-Faust Agency

John A. Dickson has acquired an interest in the Mitchell-Faust Advertising Company, Chicago, of which he has been elected secretary. He has been prominent in Western advertising affairs for a number of years and for six years was general manager of the *Chicago Herald and Examiner*.

Other officers of the agency are: Ernest I. Mitchell, president; Paul E. Faust, treasurer, and C. H. Linn and Stanley G. Swanberg, vice-presidents.

Sonora Phonograph Advances Frank V. Goodman

Frank V. Goodman, assistant sales manager of the Sonora Phonograph Company, Inc., New York, has been placed in charge of the sales department of that company, succeeding Frank J. Coupe.

Truck Account for Glen Buck

The Stuebing Truck Company, Cincinnati, has placed its advertising with The Glen Buck Company, advertising agency, Chicago. Plans are being prepared for 1925 advertising.

Shredded Wheat Executives Made Vice-Presidents

Proctor Carr, sales manager, and Truman A. DeWeese, director of publicity, have been appointed vice-presidents of The Shredded Wheat Company, of Niagara Falls, N. Y., manufacturer of Shredded Wheat Biscuit and Triscuit. These appointments were made at the last meeting of the board of directors which gave the title of vice-president to five executives. This was done in recognition of their long service and to promote solidarity of the organization and closer co-ordination of the various departments.

The executives who were made vice-presidents are: Mr. Carr, vice-president in charge of sales; Mr. DeWeese, vice-president in charge of publicity; Charles H. Brown, Jr., vice-president in charge of finance and costs; Frank L. Monin, vice-president in charge of production, and R. F. Meek, vice-president in charge of purchases and supplies.

Changes in Fisher Body Corporation

William A. Fisher has been elected president of the Fisher Body Corporation, Detroit. Edward F. Fisher and Alfred J. Fisher have been elected vice-presidents.

H. J. Eckenrode, president, National Plate Glass Company; Paul W. Seiler, president, Ternstedt Manufacturing Company, a subsidiary of the Fisher corporation, and Clarence R. Bitting, assistant to the president of the Fisher Body Corporation, have been elected directors to fill vacancies caused by the resignation of Fred J. Fisher, Charles T. Fisher and Lawrence P. Fisher.

Wisconsin Manufacturers Ap-point Williams & Cunningham

Four Southern Wisconsin manufacturers have placed their advertising accounts with Williams & Cunningham, Inc., Chicago, advertising agency. These are the Harvey Spring & Forging Company, manufacturer of Ride-Rite automobile springs; Racine Horse-shoe Tire Company, and the Signal Shirt Company, all of Racine, and the West Bend Aluminum Company, of West Bend.

Karpen & Bros. Appoint Charles Daniel Frey

The advertising account of S. Karpen & Bros., Chicago, manufacturers of furniture, has been placed with Charles Daniel Frey, advertising, Chicago. Plans are being made for a 1925 campaign.

Wait & Bond Appoint Blackman

Wait & Bond, Inc., Boston, manufacturer of the Blackstone cigar, has appointed The Blackman Company, Inc., New York, as its advertising counsel. Newspapers will be used.

The Indianapolis NEWS

80,725 circulation in Indianapolis and Marion County, within the city carrier delivery limits.

24,184 circulation in suburban territory outside of Indianapolis and Marion County (A. B. C. definition of "suburban").

23,449 circulation outside of city and suburban area.

128,400 *total* circulation, publisher's statement to the A. B. C. for the six months ending September 30, 1924.

This is the largest circulation in Indiana

More *home-delivered* circulation in Indianapolis than both other Indianapolis daily papers combined.

More advertising lineage than both other Indianapolis papers combined (6 issues a week against 13) in 1923 —and to date in 1924.

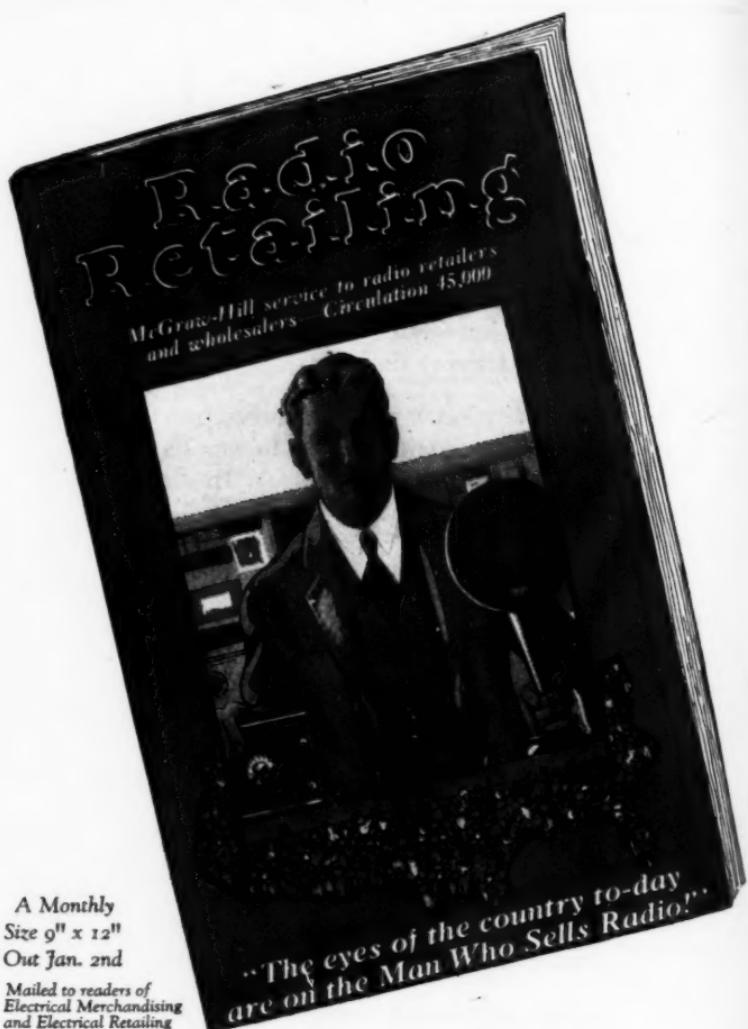
Most results per dollar

FRANK T. CARROLL, *Advertising Manager*

New York Office
Dan A. Carroll
110 E. 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.

Dec. 11, 1924



**—45,000
Circulation!**

—the blanket magazine of the radio retail and wholesale trade. Goes to 45,000 exclusive radio stores, music stores, furniture stores, electrical jobbers, dealers and electric light companies' stores, department stores, sporting goods stores, hardware, auto supply stores, drug stores.

Down goes the axe *—on advertising waste!*

ONE advertisement in RADIO RETAILING does the work of 69 advertisements in the 69 papers going to the ten groups of radio retailers.

Through RADIO RETAILING the radio manufacturer reaches ALL of the ten groups who sell radio—the music stores, sporting goods stores, furniture stores, department stores, hardware stores, the exclusive radio stores, auto supply stores, drug stores, and the electrical dealers, jobbers and electric light companies' stores.

ONE advertisement in RADIO RETAILING—and down goes the axe on the 97 per cent advertising waste of 69 duplicated circulations catering to the radio trade.

RADIO RETAILING is McGraw-Hill's reply to leading radio manufacturers who demand an economical selling medium to reach radio retailers and wholesalers. With RADIO RETAILING and the RADIO TRADE DIRECTORY McGraw-Hill now renders a complete selling and buying service to the radio industry.

ONE advertisement in RADIO RETAILING blankets the radio retail and wholesale trade.

Radio Retailing

One of the 16 McGraw-Hill Publications

TENTH AVENUE AT THIRTY-SIXTH STREET, NEW YORK

Dec. 11, 1924

More Homes— *in the Wabash Valley Empire*

NOT simply by circulation figures but by an actual house-to-house study of reading and buying habits, it has been demonstrated that The STAR influences the purchasing plans in more homes than any other newspaper of this great active market.

The STAR is the major medium in the city, small towns and farm homes of the 12 wealthy counties of which Terre Haute is the trading center.

THE TERRE HAUTE STAR

Foreign Representatives

Kelly-Smith Co., Marbridge Bldg., New York	R. J. Bidwell Co., 742 Market St., San Francisco
Lytton Bldg., Chicago	Times Bldg., Los Angeles

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

Union Miners Advertise to Create Jobs

They Raise \$11,000 and Proceed to Teach Operators How Coal Should Be Advertised and Merchandised

FOR the last few months the United Mine Workers of America, District No. 13, which takes in Iowa, has been advertising to promote the sale of coal mined in Iowa. It is a rather significant campaign, for it puts the union coal miner in what is undoubtedly a new light to those outside the ranks of organized labor. While the principal aim of the advertising is to bring about a bigger purchase and use of Iowa-mined coal within that State, the campaign's real importance lies in its indication that unions, in the future, will count heavily on advertising to help solve their problems.

Briefly, here is what the union miners of Iowa are doing: They have raised a fund of \$11,000 to be spent in advertising coal mined in Iowa. They have financed the advertising as a result of their own initiative except in one county, where mine operators have co-operated on a fifty-fifty basis. They are asking Iowans to buy coal mined at home in order that the mines may be kept running and in order that they may have more and steadier employment. This appeal, however, is made on essentially a straight business basis, viz., that Iowa coal contains just as many, if not more, heat units as any coal mined. They are carrying on in spite of the fact that operators, with only a single exception, have not, up to the time this is written, co-operated with them either morally or financially. Finally, as if to convince advertising men that they are not absolute novices in the technique of distribution, they are merchandising their advertising and following it up with calls on the coal trade of their State.

"Since the war the average number of working days per year for the miners of Iowa has been steadily decreasing," John Gay,

Secretary, District No. 13, of the United Mine Workers of America, who is largely responsible for the advertising, explained recently to PRINTERS' INK. "In 1923 the mines averaged 121 working days, and since January 1 of this year some of the mines have worked only 18 to 20 days. At the present time many of our miners are in a deplorable condition, far removed from any city and therefore entirely dependent upon the mines. These men are anxious to work in order that they may earn a livelihood for themselves and their families and for the purpose of trying to create work they have started this campaign.

"In general the coal operators of Iowa have done nothing toward advertising Iowa coal. In Appanoose County the operators and miners have started a joint movement. There they have assessed themselves, each matching the dollars of the others for the purpose of carrying on the advertising campaign. All the other advertising expense is being met entirely by the miners out of their own treasury."

HOW IDEA ORIGINATED

In the past when the miners went to the operators to ask for more regular employment the latter were able to show that without a bigger demand for Iowa coal it was impossible for them to offer much hope. It finally occurred to the miners that if the people of Iowa could be taught to realize the true importance of buying coal mined in their home State everyone would be better off.

Iowa uses about 14,000,000 tons of coal a year. As a State it has been buying 8,000,000 tons of this from outside miners. Here was a chance, the miners figured, to make a market with advertising that would keep the mines run-

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ning and the men working. The advertising began in September with a full-page in rotogravure. Since that time the union has used half-pages in Iowa newspapers and farm journals. They have furnished window cards to dealers. Besides this the miners have sent out men to in-

consumers of farm products. When the mines are not open they are, in many cases, compelled to limit their purchases to the barest necessities of life. The check you draw for Iowa coal is deposited in some Iowa bank. It helps to improve financial conditions in this State. The draft you draw for imported coal goes to Illinois, West Virginia, Kentucky or to Pennsylvania—
Iowa coal is clean, hand picked and free from slate, rock and all foreign substance. It is thoroughly screened and graded into its various sizes. Under proper firing Iowa coal is free from slag and clinkers and low in ash content. Scientific analysis has proved that Iowa mined coal has as many if not more heat units than any other coal mined. Is this not sufficient reason why you and every other Iowan should "Buy More Iowa Mined Coal?"



**COAL MINERS HAVE A HEART-TO-HEART TALK WITH THE
PEOPLE WHO BUY COAL**

terview dealers and they have actually sold many cars of Iowa-mined coal to the trade.

While the advertising does make a frank appeal to Iowans to help the miners of the State to earn a decent living, it also makes it perfectly clear that they do not want or need charity.

Here is a sample of the selling copy that is being used:

The dollar you spend for Iowa coal comes back to you. The dollar spent for Iowa coal stays in Iowa. It helps create a stable local market for butter, eggs, meats, grains and in fact, all farm products. The dollar spent for shipping in coal goes out of Iowa to be expended elsewhere. More than 35,000 people in Iowa are directly dependent upon the coal industry for their livelihood. When the mines are operating they are heavy

in their present circumstances they see, perhaps more clearly than ever, the importance of marketing and are willing to assign it a place in their minds equal at least to producing the product. If, through their advertising, they can persuade Iowans that buying at home is sound economics, they feel that the reopening of the mines and steady employment cannot be long deferred.

On several counts the Iowa miners' campaign may be regarded as of more than passing interest even though it is not the first time that a labor union or group of unions has made use of advertising. The Marion County Building Trades Council, com-

SELLING 114 BIG STORES

—without salesmen

Bromley-Shepard's new girdle, the Snuggleband, was first placed on the market in September, 1924,—announced by a page in September 15th Vogue.

"You will undoubtedly be interested to know of the results of our first page advertisement in *Vogue*. Within two weeks from appearance of the advertisement, 100 Snuggiebands had been sold to consumers at the retail price of \$12 each.

"In addition to these direct-mail results, it was particularly gratifying to receive many orders from prominent stores in all parts of the country, which bears out your contention that *Vogue* is followed to a very great extent by the store buyers as well as by the consumer public. Numbered among the stores who have already placed orders with us are Marshall Field, Jordan Marsh, Lord and Taylor, Bonwit Teller, Jay Thorpe, and Franklin Simon. We were most gratified to receive orders from stores who told us that as soon as the *Vogue* advertisement appeared a number of their best customers came to the corset department and asked to be shown the new Snuggieband.

"To date, over 114 stores have placed orders with us, these being entirely by mail, as we haven't yet put any salesmen on the road. Orders and inquiries are still coming in daily, and we now feel sure of the success of our campaign. We wish to give *Vogue* a great deal of credit for the phenomenal start that has been made."

(Signed) S. E. BROMLEY-SHEPARD.

VOGUE

One of the Condé Nast Group

posed of unions in Indianapolis and Marion County, Indiana, carried on an unusual program of advertising three years ago to sell the integrity of their organizations and their purposes to the community. At times unions in the cloak and suit industries, both in New York and Chicago have advertised, although spasmodically and usually in the face of some controversy.

The mere fact that this advertising for Iowa mined coal is being financed by the unions themselves indicates a certain new faith in advertising as a marketing tool. It indicates too, an appreciation of the fact that selling the product is fully as important as producing it, both to employer and employed. Slowly, but with a sureness that is apparent, labor has in the last few years taken over, for its own purposes, the materials and methods which for a long time it chose to regard as belonging exclusively to employers. Labor has become the owner of banks, of retail stores, of mines and of insurance companies. Labor, by becoming an employer itself is experiencing new sensations, encountering new problems and reaching new understandings. Out of this new comprehension has come a realization that advertising can be made an effective tool in solving labor's problems.

Ford Trade-Marks Over Two Million Parts Daily

The Ford Motor Company, Detroit, reports that its trade-mark is being placed on 2,651,000 parts daily. The trade-mark appears on 351 different standard parts ranging from the seventy-pound cylinder block to the quarter-ounce switch key. A special department employing eighteen engravers is kept busy making stamp dies. An average of 700 stamps and stencils of the Ford trade-mark in various sizes are made daily.

Cammeyer Appoints Street & Finney

Cammeyer, New York, manufacturer and retailer of women's and children's shoes, has appointed Street & Finney, advertising agency, of that city, to direct its advertising account. This appointment becomes effective January 1. A campaign in magazines and newspapers is being planned.

P. B. Ingraham Consolidates with Northrup Organization

The Frank R. Northrup Organization, newspaper publishers' representative, New York and Chicago, has been consolidated with the P. B. Ingraham Company, of New York. The new company will be known as Ingraham-Powers, Inc. This consolidation takes place following the death of Frank R. Northrup, which was reported in *PRINTERS' INK* last week.

P. B. Ingraham is president. He was formerly advertising manager of *PRINTERS' INK* and *PRINTERS' INK MONTHLY*, from which he resigned recently to engage in business for himself as a publishers' representative. He will be in charge of the New York office.

E. J. Powers, who has been manager of the Northrup office in Chicago for the last seventeen years, is vice-president of Ingraham-Powers, Inc. He will continue as manager of the Chicago territory.

Mrs. Frank R. Northrup, under the consolidation, will have an interest in the new company.

National Flower Show to Be Advertised

The seventh National Flower Show, which is to be held at Kansas City during the week beginning March 3, will be advertised in newspapers of Kansas, business papers and outdoor advertising. The Millis Advertising Company, Indianapolis, will direct this advertising.

This agency also has been appointed to direct the advertising accounts of the Showalter Company, auto bodies, and the Hotel Washington, both of Indianapolis.

Test Campaign for a New Postum Product

The Postum Cereal Company, New York, has added a new product to its line. This will be marketed under the name of Post Brand Chocolates. Newspapers will be used in test campaigns which will be conducted in several cities in Pennsylvania and Michigan. Erwin, Wasley & Company, Inc., advertising agency, will direct this advertising.

Made Business Manager of "Dairymen's League News"

F. M. Tibbitts, for the last two years Western manager of the *Dairymen's League News*, New York, has become business manager. He will be succeeded at Chicago as Western manager by O. E. Everett. Mr. Everett has been a member of the Eastern advertising staff.

Farm Equipment Account for Toledo Agency

The A. D. Baker Company, Swanton, Ohio, manufacturer of threshing machines and farm tractors, has placed its advertising account with the Campbell Advertising Service, Toledo.

They are DISCRIMINATING

A GLANCE at the contents page of any issue of *Cosmopolitan* proves this. The most amusing and human fiction, the most brilliant and enlightening articles being written today. Substantial, intelligent, ambitious, cultured, travelled, discriminating—such are the readers of *Cosmopolitan*.

They are *Cosmopolitan*

And they live—most of them—in the urban communities where environment and accessibility contribute to their value as potential buyers.

This Is

¶ Pick up a Sunpaper and there cannot be a doubt as to where it was published.

¶ The news of the world is in its columns—covered as thoroughly as by any newspaper in the country.

¶ But first and last, a Sunpaper is a Baltimore product—unmistakably a cross-section of the daily life of its home town.

¶ Articles by special writers on subjects of outstanding interest, to be sure, and entertainment features in plenty—but these are only added as a dessert on the Sunpaper menu.

¶ It's the news of Baltimore and the things that are Baltimore which

Baltimore

furnish the material to fill the pages of the Sunpapers with the flavor that is the Sunpapers.

¶ It is because the Sunpapers cover their own city so thoroughly and so interestingly that Baltimore has taken them so closely to its heart.

¶ The real measure of that "indispensability" is revealed by the circulation figures.

November Average Net Paid Circulation:

Daily (M & E) 247,023
Sunday - - - 181,673

A Gain of 4676 Daily and 4008 Sunday over November, 1923

Everything in Baltimore Revolves Around

THE
 MORNING



EVENING

SUN
 SUNDAY

JOHN B. WOODWARD
 Bowery Bank Bldg., 110 E. 42nd St.,
 New York

GUY S. OSBORN
 360 N. Michigan Ave.,
 Chicago

BALTIMOREANS DON'T SAY "NEWSPAPER"
-THEY SAY "SUNPAPER"

Dec. 11, 1924



Talk to the People Through the Paper of their Choice!

The Times-Picayune, published seven mornings a week, in November as in October was the only New Orleans paper to show a gain in classified lineage over the same month last year—a gain which still further increases its outstanding dominance in this major division of advertising.

Its classified volume for November was 393,001 lines, a gain of 60,691 lines over November, 1923. One evening-and-Sunday paper lost 6834 lines. The other lost 4803 lines. The Times-Picayune's lineage was 318% in excess of the second paper's, 411% in excess of the third paper's and 188% in excess of the two combined.

The figures are a concrete expression of local reader appreciation, and represent the judgment of local advertising experts who know the medium that brings results.

The Times-Picayune.

FIRST FOR THE SOUTH

Is Follow-up All Bosh?

Some Actual Experiences with Follow-ups Which May Prove Much or Nothing

By Willis Brindley

SOMETIMES it seems to me that at least 90 per cent of persons who answer advertisements belong in one of two classes:

1: Those who are going to buy right away.

2: Those who are never going to buy.

Follow-up matter directed to either of the two classes listed is wasted. The problem then is whether the advertiser can afford to follow up 100 per cent of his inquiries, on the chance that some part of a possible 10 per cent may thereby be influenced to buy.

I remember that when I was first engaged as advertising manager of a company that sold lumber and other building materials direct to the user by mail, I was asked, as a first job, to get out a good folder that would serve as a follow-up. Something was wanted that could be used to follow old names on file, and subsequently to follow new inquiries soon after their receipt.

I got up such a folder, which explained our service to builders, and offered catalogues and a plan book. I rigged it with a coupon whereby the reader might make use of our service merely by checking wanted literature and signing his name and address.

My recollection is that we printed 50,000 of these folders, of

which 40,000 were for immediate use. We had keyed the coupon so as to be able to check results. After a while, our office manager came to me with a report that we had received 200 of the return coupons.

"And I want to say to you that this is the best we ever got out of any follow-up," he said.

Well, 200 out of 40,000 is one-half of 1 per cent. It seemed to me a long way from good, and a long way from profitable.

But the management believed in follow-ups, and I wrote them by the ream — mostly two-page and three-page letters arguing for our method of doing business, urging the advantage of buying now, before the price advance, or so as to have the building done before cold weather, or for whatever reason seemed plausible at the time.

The net result was practically negligible. Orders trickled in, of course, but orders trickled in anyway, whether we followed the inquiry or not. It appeared that if a man was really in the market, and liked our proposition, and had the courage to buy in the face of trade-at-home-we'll-meet-the-price talk, he bought. Otherwise, he didn't.

We finally ran the thing down to our own satisfaction, by means of particular letters asking

In every business certain practices are looked upon as firmly established. No one dares question them. And yet inasmuch as everything is subject to improvement, it is frequently the case that judicious questioning of these set principles would lead to their betterment.

That is why we are glad to print this article even though it attempts to cast doubt on the efficacy of such a proved advertising plan as the follow-up system. The author's conclusions may be entirely wrong. He may be guilty of heresy. But that does not prevent his remarks from starting a discussion which may lead to the more efficient use of a valuable advertising tool.

Dec. 11, 1924

merely whether the prospect was going to buy at a future date, and enclosing an addressed, stamped envelope. These brought replies, and the replies either stated that the prospect had bought, or that he didn't intend to buy. In either case, further follow-up would be useless.

The reason for this condition was easily understandable. If a man has made up his mind to build a house or barn, and believes that local yard prices are high, he is in a mood to answer the advertisement of a company trading by mail. When he gets the proposition, he makes up his mind, either to buy at home or from the advertiser, and then he buys. Having bought at home, he simply disregards follow-up. It doesn't interest him—he's bought.

On the other hand, a lot of people with a vague notion that they will build at some future time answer advertisements. These people, not being in shape to build, may glance over the follow-up, but it cannot influence them to do something which they are financially unable to do. Of course, if it were possible to know which of the names had in them a bare possibility of a sale at some future time, it would pay to keep in touch with such names at intervals. But how can any man, facing a list of prospect cards, tell which are absolutely dead, and which are possible of being stirred into orders?

In between the two classes discussed we had, in our particular business, the third class, perhaps 10 per cent of the total, who were in the market, but delayed buying for a few weeks. I imagine that our follow-up may have had some influence upon this small class, but we never had definite proof of it.

The instances above related are from our own experience with the building material business, but it seems to me that they should apply to plenty of others. A manufacturer, for example, who is considering installing new machinery, may answer sundry

advertisements in a trade paper. He will get catalogues, perhaps exact quotations in reply, and from some firms a carefully prepared follow-up. If he goes through with his plans, he buys his machinery soon; if his board of directors refuses to approve the expense, then no amount of follow-up will get the order. Follow-up either fails because the prospect is sold, or because he is unsellable.

If the follow-up is made personal, through a salesman, the salesman speedily discovers the true state of affairs, and governs his future conduct accordingly. A letter follow-up generally covers nothing. The author of the follow-up, knowing nothing about true conditions, continues to shoot blindly. When he pots an order, he gloats over it, forgetting the ammunition wasted.

SILOS OFFER AN EXAMPLE

In our own particular business, now restricted to wooden silos, we make effective use of follow-up, by giving the follow-up a real stinger. This is possible because the silo business differs from the lumber business in that a silo is a thing which a man may consider buying, for a period of years, before actually placing the order. However, our observation has been that, if he is going to buy in a certain year, he generally buys during the early months of the year. If he doesn't buy by the end of April, he ceases to be worth chasing for the balance of the year.

The idea in this is that the farmer does his planning during the winter, laying out his fields, and figuring his operating program. If he decides upon a silo, he must plant corn for it. Of course, this does not necessarily hold if he lives in a corn country and raises corn to sell or feed, but most of our business is with dairymen, who raise corn for the one purpose of using it to fill a silo.

Our program, planned to fit this known working program of the farmer, is to advertise in

"A Class Magazine in a Class by Itself"



*Drawn by Malaga Grenet for Harper's Bazar
Posed by Helen Lyons*

THE ACCOMPLISHMENT OF SOMETHING THAT "CAN'T BE DONE"

Débutantes of unquestioned social standing, members of Junior Leagues, daughters of millionaires and multi-millionaires, have been successful during the past year in selecting new readers of Harper's Bazar. Everybody said it couldn't be done. But it has been done. It's an interesting story. May we tell you about it?

Harper's Bazaar

2/- IN LONDON.

50c

6 fr. IN PARIS

Dec. 11, 1924

farm papers in the first three months of the year, sending to farmers who answer the advertisements a copy of our silo book, or catalogue, with price list, and a letter that explains our method of doing business and presents a brief argument in favor of it.

The letter calls attention also to the fact that a roof is offered free with early orders, but does not specifically state how early the order must be placed to entitle the customer to a free roof.

After the letter and catalogue have been mailed, the inquiry is referred, by use of maps with pins in them, to the nearest representative, who is a farmer agent appointed by mail, if we have such a man at the prospect's post office or within easy driving distance. The representative is expected to follow the inquiry by a personal call.

However, the prospect hears nothing more from us until the middle of March, when he receives a large folder bearing on its face the advice to "Order H-L-F Silo NOW—Free Roof Saves You \$43.85." This is supplemented by a smaller folder, issued April 1, headed "Last Chance for Free Roof—Order at Once—Positively No Free Roofs After April 15th."

While this follow-up of the prospect is going on, we also do what we can to pep up the representatives, by sending them, on the date that the folders go out, letters advising that folders have been mailed and urging them to crowd in business. A final push is given by sending night letter telegrams to live representatives, these going out on April 10, urging the representative to tell all his friends that it is now or never on the free roof deal. This telegram is so worded that the representative may show it to prospects.

The result of this drive, over a period of years, has been to crowd in 90 per cent or more of the season's business by the end of April. We have followed the same plan, substantially without variation, for eight years, and

it works just as well now as it did the first year. In 1920, we made a double drive by advancing the price 10 per cent on March 15, which conditions made necessary, and cutting off on free roofs on April 15. The combined result was just about what we normally would have expected from a single effort. The results probably would not have been so good year in and year out if we had not kept faith by actually charging for roofs after the expiration of the free roof period.

During this eight-year period, however, I have upon various occasions tried to drag in a few more orders, late in the season, to supplement those few that naturally come to us. These efforts have uniformly failed. We have tried letters and folders, both telling the farmers that we were in position to give prompt and satisfactory shipment on late orders, and they simply don't work at all. A folder last year, directed to our entire prospect list, brought in not a single directly traceable order.

IS THIS TYPICAL?

The net result of our own experience is therefore that follow-up that amounts simply to argument gets you nowhere. Statements that price advances are imminent make no impression, even when true—the prospect waits for notice of the actual advance. There is seldom anything that can be said in a follow-up which has not already been said in the initial solicitation, provided this initial argument has been made complete, as it should be.

But a follow-up that shows a man a saving, as a reward for action, gets results. I have seen follow-ups, and every reader is familiar with these, where the opening offer was supplemented a short time later by one still more "generous." I presume that these pay, or the companies would not make them. My own feeling, when I get this sort of a thing—a cut in price or some

News Rotogravure Detroit's Most Potent Advertising Medium



*A Copper Cylinder from Which Rotogravure Is Printed;
This Shows Two Pages*

IN 1914, when The Detroit News began to publish a Rotogravure supplement it was one of five newspapers in America to foresee the value and popularity of this finest of newspaper printing process. A four page section of The News ushered Rotogravure into Detroit. From the first The News began to feel a consequent increase in circulation. In 1918 this section was increased to eight pages and again circulation rose. Today The Detroit News is one of 67 newspapers employing rotogravure with constantly increasing advertising patronage.

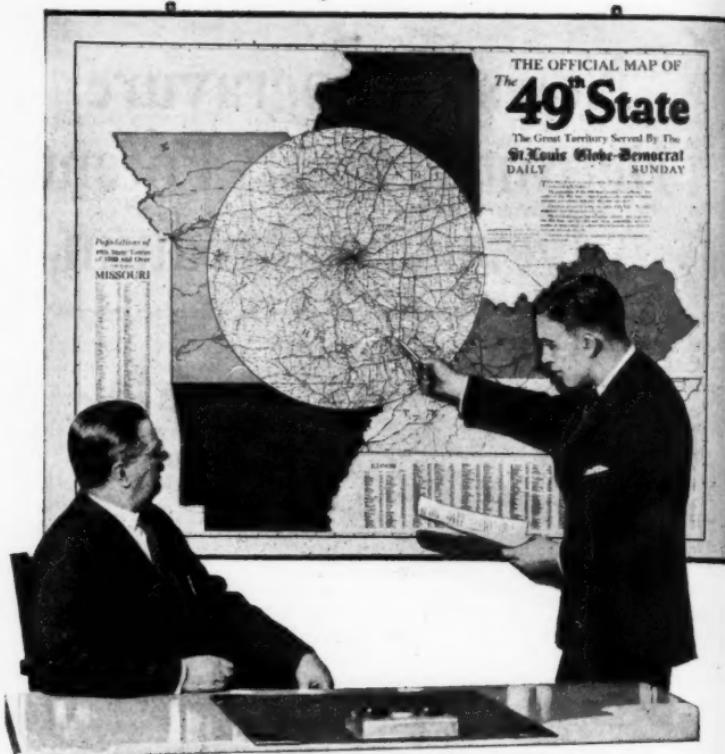
Demand by advertisers for still more Rotogravure space has caused The News to print on December 14th a 16-page issue. From the start The Detroit News has led in Rotogravure advertising in Detroit. During the first 11 months of this year it has published 272,888 lines of Rotogravure advertising, 114,814 more than the second paper.

Detroit News Rotogravure offers the sure way of getting attention in 285,000 homes in Michigan—the greatest coverage attainable by any one newspaper in this State.

The Detroit News

Greatest Circulation Week Day or Sunday in Michigan.

Dec. 11, 1924



A Valuable Wall-Map for Advertising and Sales Executives

ADVERTISING men and sales managers have been so insistent, that the *Globe-Democrat* has published an official map of The 49th State.

It is now ready for distribution.

This map has been in preparation since last spring. It was specially drawn for our purpose.

St. Louis **Globe-Democrat**
St. Louis Largest

F. St. J. Richards - - New York
Guy S. Osborn - - Chicago
J. R. Scolaro - - Detroit

Because of its accuracy and its great detail it is, indeed, a masterpiece of the map-maker's art.

Printed in five colors, it not only shows all towns of consequence in this market, but also the roads and railroads which serve these towns.

An index keys the locations of the towns, and lists their populations.

We've insisted on making this the best map of its kind that an advertising man or a sales manager could have. With this map on your wall, you can plan your campaign even down to the smaller towns in this rich market.

The reverse side of the map shows the United States, with The 49th State specially designated. This side of the map, in itself, is worth at least a dollar.

The map measures 27" x 36".



FRONT



REVERSE

GIVEN WITHOUT CHARGE TO RESPONSIBLE EXECUTIVES

This map, as you will understand when you see it, is not just an advertising device. It is a handsome and expensive piece of work.

We are willing and eager to put it on walls where it will really serve.

In writing for it, please understand that your sole obligation is to hang it up and use it.

That's fair, isn't it?

Democrat
Largest Daily

C. Geo. Krogness - San Francisco
Dorland Agency, Ltd. - - London

Dec. 11, 1924

extra inducement in the second letter—is to wait it out and see what happens next.

But if the best offer is made first, and a time limit placed for the acceptance of it, we have a situation in which nobody is penalized, and in which everybody, who is able to act in time, gets the same good treatment. That kind of an offer has no comeback.

The man who slips in his order late has it held up on him, while we explain that he must pay the extra money or have it returned. I can recall only two instances where we actually returned money and cancelled an order. The customer, knowing that it is his own fault that he is late, comes across with the extra money and the order stands.

Flour Account for St. Louis Agency

The Chas. Tiedmann Milling Company, O'Fallon, Ill., has appointed the Bergen Advertising Company, St. Louis, advertising agency, to direct its advertising. Newspapers will be used in an initial campaign.

Harry Soyster Joins D. X. L. Radio Corporation

Harry Soyster has resigned as advertising manager of the Hamilton Carthartt Cotton Mills, Detroit, to join the D. X. L. Radio Corporation, also of Detroit, as sales manager.

Evans & Barnhill Advances E. L. Judson

Edmund L. Judson, for the last year in charge of production, with Evans & Barnhill, Inc., advertising agency, New York, has been advanced to the position of space buyer.

Has United Securities Account

United Securities Ltd., Montreal, has appointed the Montreal office of McConnell & Ferguson, London, Ont., advertising agency, to direct its advertising. Financial periodicals and newspapers in Quebec and Ontario will be used.

Joins Barker, Incorporated

Edwin L. Barker has joined Barker, Incorporated, Chicago, which is conducted by his brother, Albert W. Barker.

Kansas Publishers Meet in New York

The Kansas Daily Newspaper Advertising Association were hosts to the advertising agents of New York at a luncheon held at the Waldorf-Astoria on December 5. George W. Marble, publisher of the Fort Scott *Tribune-Monitor*, and president of the National Editorial Association, was chairman. He was introduced by G. R. Katz, of the E. Katz Special Advertising Agency.

William A. Bailey, general manager of the Kansas City *Kansan*, the first speaker, briefly outlined the purpose of the organization which he said had been formed by the newspapers of Kansas to promote and facilitate the merchandising plans of their advertisers.

Mr. Bailey was followed by Marcellus M. Murdock, publisher of the Wichita *Eagle*, who enlarged upon the plan and convincingly spoke of the earnestness of the men behind it. Senator Arthur Capper drew a picture of the general prosperity of the State, saying, "In Kansas, each and every individual family's income has been increased \$500 by recent improvement in business conditions." He concluded by predicting an unprecedented era of prosperity for the Nation in all branches of endeavor.

Henry J. Allen, former Governor of Kansas and publisher of the Wichita *Beacon*, speaking last, concluded by telling some interesting things about the people of his State, their buying habits, their literacy and their potential purchasing power.

A similar meeting was previously held at Chicago.

Staff Changes on the Chicago "Tribune"

A new policy in the advertising department of the Chicago *Tribune* has placed five members of its national advertising staff permanently on the road. Hale Printup will cover Wisconsin and Minnesota; Arthur B. Olsen, Michigan; C. M. Campbell, Illinois, Indiana, Kentucky and Southern States; C. E. McKittrick, Missouri, Kansas, Nebraska, and Iowa, and W. R. Blend, formerly in the Eastern office of the *Tribune*, will cover Ohio.

Harry Simmons Joins Montgomery Ward

Harry Simmons, has joined the advertising department of Montgomery Ward & Company, Chicago. Until recently he has been with Hanan & Son, at Chicago, where he directed the advertising of the Hanan shoe stores in Chicago and the Middle West.

W. C. Davis Joins Industrial Group

Winfield C. Davis has joined the Western advertising staff of the Industrial Group, which includes *Industrial Management* and *Industry Illustrated*. He will cover the Southern territory with headquarters at Chicago.

*The
Time and the Place
to get Your Story
across
at Show Time*

The Place
These Three Great Dealer Publications



The Time

MOTOR WORLD
Before Shows Issue
December 25th
Chicago Show Issue
January 22nd

**AUTOMOBILE
TRADE JOURNAL**
New York Show
Issue—January
Chicago Show Issue
February

MOTOR AGE
New York Show Issue
January 1st
Annual Show Issue and
Specification Number—January 22nd



Leaders in Their Res

Cover the Great Truck Field

COMMERCIAL CAR JOURNAL MOTOR TRANSPORT

The great truck industry, with a sales volume of between one and two billions of dollars, has tremendous possibilities, but it needs to be cultivated in mediums devoted to its particular problems.

Commercial Car Journal with its 8,555 paid circulation adequately covers the manufacturers, distributors and dealers, while Motor Transport with its 5,000 circulation reaches nearly all large fleet owners.

Each is without real competition in its field and has a clientele of tremendous buying power.

Combined they offer the direct route to this great market.

Reach Foreign Dealers

EL AUTOMOVIL AMERICANO (Spanish Edition) THE AMERICAN AUTOMOBILE (English Edition)

The seeker after foreign markets finds in these two publications the open gateway to this trade. El Automovil Americano with its 5,495 circulation among Spanish-speaking dealers and the American Automobile with its 5,000 circulation among English-speaking dealers in foreign countries carry the story of American products to enterprising dealers in lands all over the globe.

Edited for the progressive dealers, they reach the men through whom your product must be sold.



in their respective Fields



Blanket the Quantity Buyers

CHILTON AUTOMOBILE DIRECTORY THE AUTOMOBILE TRADE DIRECTORY

What an irresistible combination is presented by these two great reference books!

The Chilton Automobile Directory (yellow), with its 80,000 guaranteed annual circulation, reaches all the worth-while buyers in the wholesale and retail trade. It is their daily dependence for buying information.

The Automobile Trade Directory (red), with 20,000 annual circulation, goes to the men in the factories who buy or specify. It is their desk companion.

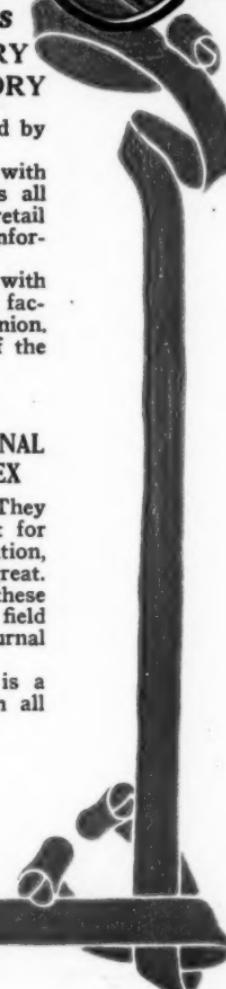
Combined they blanket the buying power of the industry.

Cover the Tractor Trade

CHILTON TRACTOR AND EQUIPMENT JOURNAL CHILTON TRACTOR AND IMPLEMENT INDEX

Nearly all tractors sold today are Fordsons. They are not only sold for agricultural purposes but for industrial and road work. The dealer organization, of course, is nation-wide and the buying power great. Their potentialities as buyers of equipment for these three lines of work are enormous. Cultivate this field through the Chilton Tractor & Equipment Journal which reaches all Fordson dealers.

The Chilton Tractor & Implement Index is a reference book for manufacturers and dealers in all makes of tractors.





AUTOMOTIVE
INDUSTRIES

TERNSTEDT

Supreme in
the Factories

AUTOMOTIVE INDUSTRIES

For the manufacturer who wants to get his product before the executives, engineers and buyers in the factories, Automotive Industries stands supreme. Its 7,346 subscribers are drawn from the men who really count in the industry. Its influence with them is great. Its position is unchallenged. Its value to advertisers is beyond calculation. It should be first on every list which aims to reach the buyers in factories.

Alone in the Distribution Field DISTRIBUTION & WAREHOUSING

Here is a field of great and growing importance. Warehousing is an integral part of many distribution plans. Such makers want to know about facilities. They consult Distribution & Warehousing for that purpose.

This publication is unique in that it is the only paper serving this great field. It has nation-wide prestige and is profitable to advertisers because of the way it is consulted when storage problems are being faced.

All the publications mentioned in this advertisement are published by the

Automotive Division of United Publishers Corporation
COMPRISING
THE CLASS JOURNAL CO.
New York and Chicago

CHILTON COMPANY
Philadelphia



DISTRIBUTION
& WAREHOUSING

Dry-as-Dust Charts vs. the Other Kind

Are Your Charts Just Black Lines on White Paper?

By Don Gridley

CHARTS offer the advertiser a swift, graphic means of expressing certain ideas and facts that otherwise might require long study on the part of the prospect. They unravel tables of figures and uncover esoteric facts that lie hidden under the burden of pure mathematics. Since advertising must tell its story tersely and swiftly the advertiser is often forced to turn from tables to charts.

There are chart hounds and chart haters. If the latter class did not exist the advertiser would have no need to seek ingenious devices for making his charts interesting. The chart hound pounces upon a chart with all the avidity of an Armenian orphan catching sight of a plate of soup. But the chart hater displays toward charts the enthusiasm shown by the same orphan on the arrival in town of a division of Turkish lancers. In between are the men who can take their charts or leave them alone. It is to the two latter classes that the advertiser must plan to appeal. Any kind of chart will appeal to the first class. Only the unusual chart will appeal to the others.

Halsey, Stuart & Co. Inc., deal in securities, and in the selling of securities charts are almost a necessity. For instance, an investment house can say that since 1914 the number of consumers served by the Detroit City Gas Company has increased about 85 per cent and the amount of gas sales by nearly 150 per cent. Interesting, perhaps even forceful to the mathematical mind, but not particularly graphic or colorful.

The second house will take a sheet of white paper and on that sheet rule some black lines. Then, climbing up these black lines, like the beginning of a mountain range

in cross section, it will put two lines, one representing number of consumers, the other gas sales. Better than mere figures, but yet colorless.

Halsey, Stuart take the sheet of paper and rule the black lines. Then they fill in the space below the line denoting number of consumers with black. Between that line and the one representing gas sales they fill in with an olive drab. Finally, instead of stopping here, they superimpose over the top of the chart a map of Detroit with six gas stations noted in their proper location. The Detroit River is shown in olive, starting near the centre of the chart, arching upward and finally flowing away through one corner of the chart. Thus map and chart become integral parts of each other. Both are used as a decorative note on a page devoted to the securities of the Detroit City Gas Company.

INJECTING LIFE INTO A CHART

In another place there is a chart showing "relative stability of public utility bond prices during changing conditions of post war period." A fine chance this offers for a colorless chart, some cross hatching on otherwise white paper. Enclosed in a rule, this chart is inset by Halsey, Stuart in a picture of the hallways of a modern home, with its electric lights and push buttons. Below are some dainty sketches of electrical utensils. The chart ceases to be just a representation of figures and becomes something with meaning because it has been connected with things that fit into the average home.

Three or four years ago Credito Italiano celebrated its first quarter century of business by issuing two bulky volumes of "The Economic Resources of Italy,"

and naturally in a story of the development of economic resources charts must be called upon to carry their share of the burden. But these Italian charts were of a new type.

In showing that the production of metal ores in Italy increased from 674,000 tons in 1900 to 1,737,000 tons in 1917 Credito Italiano used a picture of a mine tunnel in which were three cars one for 1900, one for 1910 and a third for 1917. The increase in size of the cars was far more graphic in telling the story than a rising line would have been.

Thus all through the first volume were sprinkled delicately and beautifully drawn pieces of decoration, valuable as pure embellishment even if they had meant nothing, which were used instead of dry-as-dust charts. The increase in airplane construction was represented by three eagles against a cloudy sky. The cotton industry's growth was pictured by means of two decorative spindles against a leafy background. Joint stock companies became, for chart purposes, intertwined trees. The Italian mercantile marine was shown by a basket of plenty supported by anchors mounted on an ornamental base. In each case the chart was symbolic, interesting and beautiful.

Few advertisers have been quite so successful in turning humdrum charts into story-telling illustrations. Few advertisers, it is safe to say, have been quite so successful in getting their charts read and studied.

In a booklet, "The Red Plague," the Hartford Fire Insurance Company has used two charts, only two, but each of them is effective because it is unusual and tells its story in a way that is out of the ordinary.

The first charts America's fire loss for twenty years. Basically it is a combination of ruled lines. But the line that represents the progress of losses is done in a vivid red and across the bottom straggles a picture of ruins, a few crumbling walls clustered about a stark chimney. The second,

which shows the relation of preventable and non-preventable fires, shows it by means of smoking ruins against a red sky.

S. W. Straus & Co. issue a booklet, "Chart of Hidden Treasure," which tells the familiar story of how certain sums of money grow during varying periods. One of the main illustrations in this booklet shows at the right a treasure chest, containing \$10,000. At the left are five different lines, each headed by a picture of a gold dollar, with part cut away. The dollar with the smallest segment removed is followed by the line, "\$7,440.90 + 6 per cent semi-annual compound interest \times 5 years = " and then it points to the treasure chest. The last dollar, from which the largest segment has been taken reads, "\$2,281.10 + 6 per cent semi-annual compound interest \times 25 years = " and then the treasure chest.

The effect, of course, is unusual. The treasure chest, actually pictured, means a great deal more than some such words as "\$10,000 in the bank." It appeals to the imagination and gives a lure to the idea of savings that is so often lacking in the average thrift booklet.

ANOTHER HUMAN CHART

In a pamphlet issued by the Louisville Gas & Electric Company, charts naturally play an important part. This company has used the same principle as Halsey, Stuart to make its charts alive and more graphic. Wherever any charts are shown they are the centrepieces of a decorative drawing. The chart showing the increase in miles of electrical lines is surrounded by pictures of poles and wires. That for "customers served" is flanked on one side by a picture of a house and on the other by a picture of an office building. A gas output chart stands between a fireplace and a kitchen stove.

On almost every page there is a chart of some kind relating to the text. The chart, with its attendant decorations, is placed at

1

More than 5,000 electric light and power company men, electrical jobbers, engineers, contractors and dealers in the 11 Western States subscribe to

* Journal of Electricity

2

600 of these subscribers make up the entire Committee personnel of the Pacific Coast Electrical Association!

3

Your advertisement in "The Journal" goes home to this distinctly sectional group of electrical doers and dealers.

4

The big Review Number of "The Journal" comes February 1st. An excellent opportunity for *emphasis* in your Western advertising.

* One of the 16 McGraw-Hill Publications
—Devoted to the economic production and commercial application of electricity in the 11 Western States — Member A. B. C.—Published at 833 Mission Street, San Francisco.

the bottom of the page, thus fulfilling a second function, that of decoration.

The chart hater's chief objection to his pet pests is that they have no saving sense of humor. He sees in them only the deadly dull with nothing to relieve it. Yet it is possible to make charts with a sense of humor and to make them effective.

The Estate Stove Company recently published a booklet to go to dealers and on the cover it reproduced a chart which, while it represents no actual dollars-and-cents story, does give any advertiser a suggestion on how he can add life to his charts.

The company uses the cross lines to represent a ladder up which are climbing five perspiring dealers. Instead of the lines holding true to their course they bend and sway beneath the feet of the dealers who are trying to make sales records. At the top is a successful dealer carrying on his shoulder the red ribbon which stands for sales. The title of the booklet is "Sales Follow the Leader." It achieves an unusual thing—making a chart give a lively introduction to its contents.

Not long ago three men were looking over an investment booklet describing the physical assets of a certain railroad. It told first the history of the road and then described its territory, the growth of the company and its potentialities. It was full of charts, plain, ordinary charts that were mere black lines on white paper. The men leafed through the booklet, commenting here and there on some feature or other, but displayed no particular interest in the story told.

Finally, however, they came to a stop. Spread before them was a "traffic map." You've probably seen one—a map showing the layout of the railroad in rough form, with the amount of traffic on each section of it represented by lines of various thickness, to show relative amounts of traffic over each section of the road.

This map or chart had stopped them because it was unusual, be-

cause, not being versed in traffic charts, they had found something different, something the like of which they had never seen before. From that moment on they gave the booklet closer attention and a more thorough reading. Flagging interest had been caught up and stimulated.

Charts are indispensable to certain types of advertising. When they are just black lines on white paper they do not realize their possibilities. Charts can be colorful, imaginative—yes, even adventurous. It is up to the advertiser to make them so.

Holiday Campaign for Silver Dresser Services

A pre-Christmas campaign on International Sterling Dresser Services is being conducted by the Sterling Branch of the International Silver Company, Meriden, Conn. This is the first campaign in which these sterling dresser sets have been advertised directly to the consumer. The copy makes a talking point of the new design which is a radical departure from previous designs. Magazines are being used, supplemented by direct-mail advertising and dealer help material. In addition these services are being brought to the attention of the trade in business-paper advertising. These services are being specially boxed in attractive boxes for use as gifts.

November Mail-Order Sales

Montgomery Ward & Company, Chicago, for November, report sales of \$17,053,151, against \$14,112,312 for the same month in 1923. This is an increase of \$2,940,839, or 20.84 per cent. For the first eleven months of the current year gross sales totaled \$142,570,298, as compared with \$119,581,723, in the corresponding period of last year, an increase of \$22,998,575, or 19.22 per cent.

Sears, Roebuck & Company, Chicago, for November, report sales of \$22,487,607, against \$20,416,166 in November, 1923, an increase of \$2,071,441, or 10.15 per cent. Gross sales for the first eleven months totaled \$196,003,784.

Danville, Va., "News" Under New Ownership

The Danville, Va., *News*, evening newspaper, has been sold to William B. Smith, editor and manager, and a group of associates.

Joins E. A. Shank Sign Co.

F. R. Brosseau, formerly with the sales promotion department of the United States Rubber Company, has joined the sales department of the E. A. Shank Sign Company, New York.

It MUST be a
GOOD newspaper

470,203

daily average
net-paid cir-
culation for
November

CHICAGO EVENING AMERICAN
a good newspaper

Dec. 11, 1924

The 2,725,000 paid circulation of proves beyond the that Mr. Hotchkiss

The Reading Habits of 1924

ADVERTISERS who believe that their copy should make the same appeal as that made in the editorial pages of a consumer publication will follow with interest a dissection of the reading habits of 1924 made by Professor George Burton Hotchkiss of New York University. This is his analysis in his own words:

"The reading public today has little taste for pure reason, for meditation or for abstract argument. Adventure stories and dramatic stories which show the working out of passions and emotions are popular. Readers today seem to prefer the realistic or what they think is real life. Biographies and biographical fragments have been continually gaining in circulation. It is a golden opportunity not only for old authors, statesmen and scientists to tell their life histories and reminiscences, but also for actors,

pugilists and for everyone else who ever gained the limelight, including those who gained it in the prisoner's dock. Probably the autobiography of Harry Thaw would be a great circulation builder. Almost everybody who ever figured in a newspaper headline could find a market for his narrative today.

"Some modern tendencies in reading may not seem to us wholesome. The older generation is always tempted to regard the newer as degenerate. It seems unquestionable that the war broke down some inhibitions that civilization has worked decades to establish. During the war period, too, we found some new excitements that tended to make people discontented with ordinary everyday routine. Or it may be that a reaction from the discipline and self-denial of the war period led to an abnormal hunger for amusement and diversion. Some of us

— and you'll be surprised in circulation the

guaranteed net The Macfadden Unit shadow of a doubt is right!

who today disapprove of much that is read currently may remember times when we read Jesse James or Nick Carter in the hay mow. Quite a percentage of the boys of the 70's and 80's who read these disreputable forms of literature are reading the *Literary Digest* and *Atlantic Monthly* today.

"Along with the appetite for realism is a taste for stories and articles that call a sex a sex. Plain speaking has become fashionable. The literature that emphasizes the personal element has increased in popularity. It is true not only of stories in which biographies have gained over history, but also in modern journalism, where the columnists have a larger following than the editorial writers.

"Entertainment is sought more widely than instruction. Possibly this may be because information is too cheap. Free education has spoiled us. Movie exhibitors do not want films of educational value because their audiences pay for entertainment. They can get education for nothing.

"One of the most encouraging tendencies is the interest of people in themselves—so far as the reading is concerned. This means interest in developing themselves. Even the cross-word puzzle is not to be despised as an indication that the human mind can triumph over the dictionary. There has never been a time, probably when people in general were reading more things or more kinds of self-improvement from the best way to improve their houses to the best way to preserve their personal appearance.

"Beneath the fads of the moment are certain fundamental instincts which all literature tries to gratify. Readers have always demanded entertainment and helpful information. They have always enjoyed stories, they have always liked to have their emotions touched and to feel in imagination the strong emotions of others."

—From an address by Professor Geo. B. Hotchkiss before a Convention of the A. N. A. reported in the November 27 issue of "Printers' Ink."

prised at the bonus Unit will give!

Dec. 11, 1924

Bumper crops
marketed at
good prices
have given
farmers more
ready cash
than they
have had
since 1920

**G-OKLAHOMA
FARMER-STOCKMAN**
Oklahoma's only farm paper

An Advertising Agent Dissects Business Papers

A Frank Message Is Good-Naturedly Given to Editors of Business Papers

By M. L. Wilson

National Chairman, Committee on Business Papers of the American Association of Advertising Agencies

[EDITORIAL NOTE: Business-paper editors rose to their feet and loudly applauded Mr. Wilson when he had finished the address printed below.

This address was delivered by Mr. Wilson at a meeting of the Editorial Conference of the New York Business Publishers Association at the Hotel Astor, in New York, on December 5. Mr. Wilson appeared before that association in his official capacity as National Chairman of the Committee on Business Papers of the American Association of Advertising Agencies.]

THE association which I represent, The American Association of Advertising Agencies, commonly known as the four A's, was formed seven years ago. Since its organization, it has given its major attention to establishing better agency practice, better ways of agents doing things and better relations between agents and publishers.

Last year Stanley Resor became president. In his first address in October, 1923, he struck the keynote of his administration, "Now that these things have been done, let us make our contribution to improving advertising." During the year under his guidance, the association, having reaffirmed its Standards of Practice (nailed it down, I hope, for all time) has developed a plan of establishing a research bureau at headquarters, for the general use of its members.

While the exact lines along which this Bureau is to operate have not yet been indicated, it was agreed in general, at the annual meeting in Chicago in October, that its first work would be making a qualitative analysis of the buying and reading habits of the dwellers in our larger cities, following rather closely the lines of the analysis of Cincinnati made by the J. Walter Thompson Company, of which Mr. Resor is president.

Our new president, Mr. Gard-

ner, is quoted as saying, "Advertising is a business. It should be regarded as a business. It must be pursued as a business and stand or fall on the basis of business-like analysis."

I call your attention to this development because it indicates an intention on the part of our members (there are 134 of us handling 5,000 accounts, with appropriations totaling \$300,000,000), now that the agency working structure is in good shape, of going into things more thoroughly, of finding out more definitely for ourselves, all those factors which give a publication influence with its readers and authority among those who purchase it.

I prophecy that during the next few years the big step forward in agency space buying will be, when choosing mediums, the deeper consideration of many other things than circulation.

SOUNDER PRACTICE DEVELOPING

Advertising, like everything else, has its fashions and its fads. A short time ago there was a rage for the indiscriminate gathering together in an orderly manner, of more or less related facts which might possibly come in handy some day. This resulted in costly research departments, increased agency payrolls and corresponding increase of agency overhead.

It was not long before the weakness of this system came to the surface and many elaborately equipped research departments have been abandoned. The movement has developed and is developing along sounder lines and has resulted in getting better facts, more useable facts, facts about the problem in hand at a far less cost per fact.

Statistics are valuable, figures

Dec. 11, 1924

are necessary, but today we are getting just as interested in the motives that lead to an action as in the number that act. We are digging deeper and deeper, more practically and with a wider vision to find out, what paper a man buys, why he buys it, as well as how many he buys and where.

Eventually, all this must lead to a better evaluation of the editorial aim, the editorial interpretation of that aim and the editorial spirit behind the interpretation.

STRENGTHEN EDITORIAL DEPARTMENTS

So to meet this development, I also prophecy that all groups of publications, sensing in a larger way what's in the wind, will see the necessity of strengthening to the utmost, their editorial departments; that they will see the necessity of getting out of the rut of departmental make-up and of grooved editorial opinion; will see the necessity of making sure they are talking to the subscriber in the way he likes and not in the way the editor wants him to like.

As I face you this afternoon, I feel that among you editors, there are a number of outstanding men who are rightfully looked up to as having achieved the very pinnacle of confidence and influence in your particular fields. Such men, I am afraid, will either think I am talking down to them (which I am not) and will shrug their shoulders at my presumption and stand pat, or will think I am talking up to them (which I am) and will consider I have a lot of nerve to do so (which I own I have).

May I hazard, without offence, that perhaps that's one of the troubles with you great men. You have become so great that it isn't polite for anyone but the Old Man to point out that perhaps you are trading on that greatness with the result that while your columns may be erudite, learned and informative, they are by some considered—what shall I say—"dry" is one word that accurately fits. Your columns are not dry to you, because they measure four square with what you feel should be of interest to your subscribers.

Whether they do really interest them to the full or not is another matter.

I would not presume to tell you great ones or the less known of you, your business, but I will put before you some facts and opinions I have gathered together and make some suggestions which I hope may cause you all to give added consideration to this great problem—giving the subscriber what he is really interested in, in such shape as is good for him.

Are your pages now interesting to your subscribers?

One agent doesn't seem to think so.

He puts it to me this way: "There are still too many business publications that can show net paid circulation figures, but which investigation proves have relatively no reader interest. Their subscribers renew subscriptions as a matter of habit—the cost is only \$2—and the copies remain on somebody's desk without having had the wrappers taken off."

The cry is for more reader interest—and one of the best ways I know of to deliver reader interest is to purge editorial columns of all "make-believe" whether it is by obvious or back-stair methods.

Another agent has written me: "When you talk to owners and the editors regarding things they should have editorially, they say, 'We have not the money to get the material.' If you talk to special writers about trade papers, they tell you that 'the rates are so low they can't afford to write for them.'"

Let the last point sink in. I've heard it before.

I asked the head of a great business-paper group if the editorial side of his papers and other business papers met with his approval. He answered me something like this:

"Mr. Wilson, no, decidedly no! What we want is something in our papers to make the subscriber open the copy he receives each week. Do we speak in the language of our subscribers? I don't think so. Why should the same man who is entertained by *The*



Extra Measure!

THE WORLD every weekday has 100,000 more circulation in Greater New York than any other morning paper printed (tabloid picture papers excepted).

It is conceivable that this extra measure might easily constitute the balance between the success or failure of an advertising campaign designed to cover the Greater City.

The World

MALLERS BUILDING
CHICAGO

SECURITIES BUILDING
SEATTLE, WASH.

PULITZER BUILDING
NEW YORK

CHANCERY BUILDING
SAN FRANCISCO, CAL.

GENERAL MOTORS BUILDING
DETROIT

TITLE INSURANCE BUILDING
LOS ANGELES, CAL.

Saturday Evening Post be expected to get frozen-faced and jaws set before he is in the right frame of mind to read his favorite business paper? I think he's the same man with the same human feelings and I think our editors judge him wrongly.

"The editor's relationship to the business department is always one of unreasoning suspicion and mistrust. Our editors think that there is dynamite back of anything written by anybody but themselves."

And then came the advertising representative's point of view. I asked a solicitor on a great trade paper what he thought of his publisher's remarks. He replied, "The man tells the truth, but he doesn't go far enough. Too often there is dynamite as far as our legitimate business interests are concerned in the editor's own stuff. They call it leaning backward when really it is saying either the right or the wrong thing at the wrong time and wantonly dissipating the results of good hard work done by the business department."

To space buyers this matter of reader interest is of first importance. Do you appreciate this? You should. One space buyer said to me. "Repeatedly we are solicited by trade and technical paper representatives who advance such logical reasons backed by facts on the desirability of the market, circulation, coverage, etc., as to make us want to put their publication on the list. Then we go through a copy of the publication and immediately our enthusiasm dies. Were the name 'The Boilermaker's Friend' not clearly delineated on the front cover, the presentation of the editorial content would lead one to believe he was reading the annual report of the Undertakers' Union. The 'meat' may be there and undoubtedly is. Why is it necessary to garnish it with crepe? Isn't the boilermaker, blacksmith or whoever it may be, a human being?"

A few outstanding editors have recognized this fact and built their publications accordingly.

And they have proved that by so doing it is not necessary to sacrifice dignity or authority. Whenever we have made a medium investigation in a field served by a publication that is "easy to read" we have invariably found that such a publication is a real influence in its field and it generally finds a place on our list. Remember, advertising follows "reader interest" and "reader interest" follows "interesting reading."

The middle of last month I was in the office of the general manager of a large manufacturing concern and noticed two copies of a business paper lying unopened on the bookshelf at one side of the room. From curiosity I cut the wrappers. They were the October and November numbers. Let us hope that the subscriber considered the contents so rare and entertaining that he had promised himself for some future time, a huge meal of the editorial bill of fare of both issues—only I, not the subscriber, did the cutting of the wrapper.

RECAPITULATION

May I repeat what I have just related? One agent said, "The cry is for more reader interest."

The other agent said, "Business papers won't pay enough to get good stuff." The publisher said, "You don't speak in the language of your subscriber, and you are suspicious and mistrustful of anything submitted outside of your own department."

The solicitor said that you editors think that every gun but yours is loaded. And sometimes yours goes off amuck. The space buyer said: "Advertising follows reader interest and reader interest follows interesting reading"—

I believe that these people should be listened to by you editors. Go out among your subscribers and find out if they are right. Don't send out general questionnaires but, face to face with the subscriber, get down to the truth.

A business man has remarked, "The editor of a business paper should not have a desk." What he meant was, of course, that he

T
here's no
Place like home

And there's no
Medium
For reaching it
Like the
American Weekly
Magazine

4,500,000 homes
Every issue
Every week!



The American Weekly

A. J. KOBLER, Mgr.
1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the
following Sunday Newspapers:

New York—American
Boston—Advertiser
Washington—Herald
Atlanta—American
Syracuse—American
Rochester—American
Detroit—Times
Milwaukee—Sunday Sentinel & Telegram

Chicago—Herald and Examiner
Seattle—Post-Intelligencer
San Francisco—Examiner
Los Angeles—Examiner
Fort Worth—Record
Baltimore—American
San Antonio—Light

"If you want to see the color of their money—use 'color'." A.J.K.

Dec. 11, 1924

When You Plan Your



National manufacturers distributing products in this rich Northern Ohio market find distribution problems minimized, for one-half the State's jobbing centers lie within this 100-mile radius of Cleveland. This section is definitely divided into eleven merchandising zones, permitting systematic sales promotion. Unusual coverage by the Plain Dealer ALONE gives National advertisers one of the most economical buys in the United States.

**The Plain Dealer
Has the BUYERS**

J. B. WOODWARD
110 E. 42nd St.,
New York

WOODWARD & KELLY
350 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

The Plain
ONE Medium - ONE Cost

1925 Advertising here are 4 things to Remember —

- (1) The Plain Dealer has the BUYERS.
- (2) The Plain Dealer has the largest circulation of any Cleveland newspaper—BOTH Daily and Sunday.
- (3) The Plain Dealer has the lowest rate per line per thousand circulation of any Cleveland newspaper.
- (4) The Plain Dealer publishes MORE National advertising than ALL other Cleveland newspapers COMBINED.

Dealer
ALONE *Will sell it*

R. J. BIDWELL CO.
Times Building
Los Angeles, Cal.

742 Market Street
San Francisco, Cal.

should be out mingling with his industry.

Don't try to fool yourself that you can't be wrong.

When you feel that way, it's the first indication that you can't be right.

The publisher and advertising solicitor referred, of course, to that *bete noir* of you editors, business news.

It is my purpose to contribute what I can to your thinking about this difficult and important question. Toward this end I have called upon my long experience in all phases of the advertising business and the experiences of several agents who have been in close touch with you for years.

I desire to discuss the question somewhat at length.

The basis of editorial strength or weakness of a business paper rests in great part on the editor's attitude towards the question, "What is and what is not news."

The dictionary defines news as "fresh information about something that has just happened."

Worrying every editor is a workable interpretation of this definition.

With the formation of the Associated Business Papers you made the negative interpretation (when is news not news) quite possible, but the individual positive interpretation (when is news news?) as applied to a particular publication or a particular circumstance in the life of a publication most difficult.

Under the designation of Associated Business Papers you have trade, industrial and class publications.

The editorial viewpoint in these three classifications is not the same. The editorial intent even is different. Looking at a little hardware trade paper I was struck with the light heartedness of the whole thing. You forced a smile without making me feel shocked. I can imagine a toilet goods trade paper being rather light and facetious, but in the industrial papers you must be crystalline technical or the millenium may sweep upon you.

Also circumstances can be made

to alter cases, especially when the business department injects itself into the situation.

The business department usually thinks it can edit the paper better than you can anyway, and is willing to stack its wits against yours to prove it—sometimes almost getting away with it.

The advertising department has a troublesome habit of injecting itself into many situations and making hard judgments more baffling still. These fellows are so plausible and can make things look so rosy that it is sometimes very difficult to distinguish right from wrong.

And from an editorial point of view, circumstances so often alter cases, that any fixed narrow rule is apt to be broken, the editor is placed in what looks like an inconsistent position when really he is only using common sense and acting in the interests of his subscribers.

To show you what I mean, a machinery paper is justified in telling who makes the new machine it is talking about, or there is no point to the article. It is news.

A drygoods paper is not justified in describing and elaborating on a last year's product, just because it has been fortunate enough to land the business of the manufacturer. It is not news.

Yet you and I know that there are times when the machinery paper should not print an article on the same machine much less mention the maker's name—it's not news. There are times when it is quite proper for the drygoods paper to illustrate a product which will inform and help its industry. It is news.

An editor has to be a "Solomon come to judgment" to adjudicate such matters, especially when, on top of it all, he has to cope with pressure from the business departments.

We agents feel, I know, that in making a judgment as to what is the right course to take, the fact as to whether the manufacturer to be mentioned is or is not an advertiser, or a prospective adver-

(Continued on page 188)

The Great CONSUMER MARKET of the LITERARY DIGEST

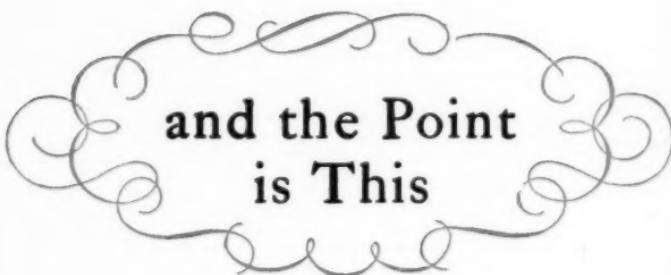
Founded upon facts obtained from our readers over their own signatures, we have made known to all—just who reads The Digest.

We mean that we have really given a comprehensive picture of The Digest audience—what the people who read our paper are like,



what their homes are like, their families, their jobs, and their multiple buying power.

Having answered the question "Who Reads The Digest?", we want to bring the point home to you.



and the Point
is This

The audience of The Digest is one of the world's great consumer markets. Its desires and needs are as various as the machinery of production. And Digest families have preeminently the means to buy what they desire.

The Digest readers are interested in furniture and automobiles, typewriters and silk hosiery, bonds and radios, underwear and stationery, books, travel, insurance, foodstuffs, toilet requisites, pianos, watches, heat-

ing plants, plumbing, the tools of housekeeping and the tools of industry.

It is not astonishing that a publication should be a profitable advertising medium for many products. Magazines have proved their efficiency in every market.

But The Digest, being sold at \$4.00 per year or ten cents a copy, puts up a price barrier to the indifferent reader, and, combining the characteristics of a class periodical with a circulation in excess of 1,300,000 copies per week, it is read by the largest group of affluent families in the richest country in the world.

It is no fiction for us to sketch out this broad, responsive market and call it the Great Consumer Market of The Literary Digest, because The Digest reaches all the factors which influence buying in the home and presents a

A
complete consumer market, being read
by the *whole family*, father, mother,
boys, and girls.

The 1924-25 edition of "The Work
They Do and Where They Live" shows
that

1,919,592 women
1,846,052 men
469,333 girls
474,316 boys
read

The Literary Digest



A Page from the Book of Etiquette for Salesmen

An Explanation of How One Sales Executive Wants His Men to Compete
with Rivals

By B. J. Williams

Director of Sales, The Paraffine Companies, San Francisco

GENERAL Letter to All Salesmen:—

Occasionally reports reach us that some of our men have been indulging in personalities with reference to our competitors, instead of confining themselves to legitimate business arguments.

There are two features of our business in which we have always taken a great deal of pride: (1) The straight-forward definite policy of the company, and (2) the high character of its representatives.

You can imagine, therefore, our embarrassment when we learned that in some instances at least there was a basis for these reports. We request, therefore, a careful perusal of this entire letter; and a strict compliance with our request that all personalities be eliminated in relation to our competitors, and that only legitimate business arguments be used by our representatives.

We are anxious for business of course but we are even more anxious that our representatives shall conduct themselves as gentlemen, and when soliciting business shall work only along legitimate lines. It is not intended that any of our representatives shall misrepresent either our own or a competitor's methods or products, and at no time shall personalities be allowed to enter into our arguments.

My idea is that we must be as fair in dealing with our competitors as we are with our customers. Any advantage we have over a competitor by reason of organization, facilities, location,

etc., is a legitimate argument and may properly be used; but the emphasis should be placed on *what we have* and *what we are* and *what we are in a position to do*, rather than on what our competitor does not have—or what we think they are—or what we think they cannot do.

We hope to have the co-operation of our men along these lines, because this company is a high-class concern and only high-class methods may be used in the conduct of its business. Under no circumstances will *misrepresentation of any kind be tolerated whether as regards the company itself or its competitors*.

It is not too much to say that the company has been successful. Its representatives are all enthusiastic and interested in their work, yet we know that real and permanent success can only come through fair and square dealing on our part, and toward everybody—customers and competitors alike.

The "other fellow" gets business, of course, and sometimes gets some that we think we should have, but if he gets it by clean methods and hard work let's be game and take our loss gracefully. On the other hand, if we can beat the other fellow by superior brains, organization, products, or by greater energy, ingenuity and enthusiasm—that's fine.

But above all we must be good sports and play the game fairly. As I see it, there would not be much satisfaction in ranking as a good salesman if one had not the consciousness that he was first a gentleman.

Yours very truly,

B. J. WILLIAMS.

Sixth of a series of actual letters written by Mr. Williams to his salesmen, reprinted exactly as he wrote them.

The President of Borden's Answers a Complaint

Patrick D. Fox, president of Borden's Farm Products Company, Replies to a Kicking Consumer

EVERY complaint is a sale. You may not agree. You may insist that every complaint is a sales destroyer. That is very true as far as it goes—but it stops just short of the mark.

Patrick D. Fox, president of Borden's Farm Products Company, New York, believes that every complaint is not merely a potential, but an immediate sale. His attitude and his method are disclosed by the following incident.

A few weeks ago, a young housewife thought the Borden's milk which she received daily from the company's driver was not as fresh as it should be. She arrived at this conclusion because she had noticed that the bottle she received, say on Tuesday, contained a cap stamped with Monday's date, and so on through the week. She believed that Tuesday's delivery ought to carry a cap stamped with Tuesday's date.

The next time the Borden driver called on his regular collection visit she broached the subject to him. He did his best to explain that the milk was as fresh as could be obtained anywhere. But his explanation was not convincing, due either to lack of information or poor talking ability.

Consequently, this housewife decided to write Borden's and find out just what was what and why. She wanted fresh milk or none at all and her letter of complaint was right to the point. The letter was erroneously addressed to the sales director of the Borden Company, C. S. Parsons. It should have been addressed to the Borden's Farm Products Company. It wasn't side-tracked, however, for it soon reached its proper destination. That is the first interesting phase of this incident.

There it received the attention of Patrick D. Fox, president of

the company. This is the second interesting phase of the incident. In some organizations, complaints are routed to some individual entirely unequipped to handle these delicate matters. Elsewhere, one or another minor executive will have the responsibility delegated to him. But evidently Mr. Fox looks upon complaints as warranting the attention of the chief executive.

In any event, he gave the young housewife's letter his personal attention. And here is what he told her:

Mr. C. S. Parsons, sales director of the Borden Company, has referred to me your communication dated November 4, in which you are making a request for information with regard to Borden's Bottled Milk delivered at your home.

As I understand it from your communication your inquiry is "why does not the bottle cap appearing on your milk as delivered daily conform to the day on which it is delivered?" The answer is, that under the Regulations of the Board of Health, bottle caps must carry the date on which the milk is bottled and not the date of delivery.

You will readily conceive the impossibility of having the same week date appearing covering production and delivery through the fact that the milk is produced in the country and a reasonable time must elapse before it is delivered. A large volume of the delivery is made in the very early morning hours and in the instance of Grade "B" must be within the limit of forty-eight hours from the time of production, and in the instance of Grade "A," within the limit of thirty-six hours from the time of production. Consequently on the day of delivery the bottle will always carry the prior day of the week rather than the same day of the week.

If this is not fully clear to you, I will be very glad to have one of our representatives call and discuss the matter to the end that you will be satisfied that the milk you are receiving is just as fresh as it is possible to deliver it.

The last paragraph is the third interesting phase. Not only is Mr. Fox willing to devote his time to settling complaints but if his efforts fail he is entirely willing to have a Borden representative spend as much time as may be

MORNING PAPERS
GET ACTION
THE SAME DAY

RADIO

Advertising in CINCINNATI

Score for Month of November

Cincinnati Enquirer . . .	55%	+
Other Three Cincinnati Papers	45%	—
<i>Total Lead Against Other Three Combined</i>	<i>10%</i>	<i>+</i>

— ALSO —

From April 1st to November 30th inclusive,
the radio advertising lineage was divided
as follows:

*ENQUIRER . . .	107,106
Second Paper . . .	60,102
Third Paper . . .	40,082
Fourth Paper . . .	12,016

*48.83%

The Enquirer Radio Section is delivered to
practically every family in Greater Cincinnati,
which includes the cities of Northern Ken-
tucky, every Sunday Morning.

I. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The
**CINCINNATI
ENQUIRER**
One of the World's Greatest Newspapers

Dec. 11, 1924

necessary in making a call in order to satisfy the customer that all is well. But it doesn't end here.

The fourth interesting phase is that this young housewife is still a Borden customer. Not only that, but when one of her friends married and moved in the neighborhood she spoke to the newly-wed about Borden's and the result was another customer for this concern.

There is a fifth phase of this incident which deserves special mention. It is of particular interest to Mr. Fox, but just as interesting to other advertisers.

A week or more after the above letter was received the Borden driver was around again. The housewife showed it to him. After reading it he remarked: "I wish I had a copy of that. It would help me answer the same complaint from some of my other customers."

Why shouldn't he have a copy of this letter, and all other replies to complaints which he runs up against constantly? Why shouldn't dealers be furnished with similar information so that they could forestall complaints, and instead of losing sales turn these kicks into additional business? Why shouldn't everyone who comes in contact with the ultimate consumer be given letters of this sort so that they would really be equipped to make every complaint a sale?

New Accounts for Sadler Agency

Thomas & Armstrong, London, Ohio, makers of steel furnaces and metal garages; the Klean-Rite Auto Laundry Company, Chicago; The Hawkeye Dart Truck Company, Waterloo, Iowa; and The Lloyd-Breckenridge Company, Hammond, Ind., manufacturer of greases, have appointed The E. T. Sadler Company, Chicago, advertising agency, to direct their advertising accounts.

Crane Ltd. Appoints Montreal Agency

Crane Ltd., Montreal, manufacturer of sanitary ware, plumbing and heating supplies, has appointed National Publicity Ltd., also of that city, to direct its advertising account.

Buy Control of Henry Likly & Company

Practically the entire common stock interest in Henry Likly & Company, Rochester, N. Y., manufacturers of traveling goods, has been purchased from Mrs. William O. Likly and the estate of Henry Likly by James Patterson, president, Cornwall & Patterson, Bridgeport, Conn.; John Williams, vice-president, Bingham Trunk Company, Buffalo, and George Van Dusen, president of the Bingham company. The sale carries control of the Rochester Trunk & Bag Corporation and the W. D. Callister Realty Company.

Mr. Patterson will become president and treasurer, and Mr. Williams, first vice-president in charge of sales. H. Kenneth Likly, who has a financial interest in the company, will become a vice-president and assistant manager of sales. E. W. Howland, for many years president of the Rochester Trunk & Bag Corporation, will become secretary.

Legion Advertising Post Elects Officers

The Advertising Men's Post of the American Legion at Chicago held its annual meeting and election of officers at the Sherman Hotel on December 5. David L. Shillingway, Forgan, Gray & Company, was elected commander; Samuel P. S. Newton, Williams & Cunningham, Inc., was elected senior vice-commander; Eugene E. Morgan, Chicago Daily News, junior vice-commander; and Paul Hardesty, director of publicity of the Union Trust Company, treasurer.

The newly elected members of the board of directors include Raymond D. Smith, William A. Carroll, Robert S. Heffnagle, Albert L. Olson, William J. Nicholson, Frank J. Hurley, and Dwight Early.

C. F. Gladfelter Joins Chicago Newspaper

Charles F. Gladfelter has become business manager of the Chicago Herald and Examiner. He was for ten years associated with the Louisville, Ky., Herald in a similar capacity. Mr. Gladfelter left the Herald last spring and until recently had been with the Chicago Motor Coach Company.

Chatham, Ont., "News" Appoints E. C. Young

E. C. Young has been appointed business manager and secretary-treasurer of the Chatham, Ont., News. He was until recently treasurer of the Globe Printing Company, publisher of the Toronto Globe.

Arthur G. McKnight, formerly with the F. A. Gray Advertising Company, Kansas City, Mo., has joined the Ferry-Hanly Advertising Company, also of that city.



1924 Our Largest Year

Our books are closed. The advertising volume over 1923 shows —

24,107 lines
GAIN

Increasing usefulness as one of the good tools of advertising could not be more strongly expressed.

The
NATION'S BUSINESS

Washington

165,000 Circulation (Member A.B.C.)

Dec. 11, 1924



No
Bo
Wee
Cont

"To Make the South a Land of Plenty, a Land of Beauty and a Land of Rural Comradeship"

--Clarence Poe

No.8
Boll
Weevil
Control

During the last quarter century, the boll weevil has become a serious menace to cotton production.

By editorial support of standard methods of control, developed by southern experiment stations, *The Progressive Farmer and Farm Woman* has saved southern farmers millions of dollars. It has refused to advertise untested "boll weevil contraptions and poisons."

WALLACE C. RICHARDSON
INCORPORATED

Eastern Representative
95 Madison Avenue
New York

STANDARD FARM PAPERS
INCORPORATED

Western Representative
Transportation Building
Chicago

THE PROGRESSIVE
FARMER
AND FARM WOMAN
Established 1886

BIRMINGHAM, ALA.
RALEIGH, N.C.

MEMPHIS, TENN.
DALLAS, TEXAS



Dec. 11, 1924

Federal Advertising Corporation

PATERSON NEW JERSEY

Silk center of the world:
an humming industrial force

Standardized Painted Outdoor Advertising

is plain, exact, and self-evident considering you have just come and might be going.

For Paterson, or nation-wide campaign information
Write Secretary Painted Outdoor Advertising Association, Custer Ave., Detroit, Mich.



Pictures That Turn Readers into Advertising Artists

People Enjoy Using Their Imaginations; Why Not Give Them a Chance to Do So?

By a Commercial Art Manager

IN advertising, there are two distinctly separate schools of illustration. One leaves absolutely nothing to the imagination. The other permits the public to do some of the work by patching together a complete story from an illustration which is itself incomplete.

Of the two, there are numerous interesting facts to prove that the latter school is the more effective. People rather enjoy using their own imaginations occasionally. They tell the story, moreover, in a manner which best pleases them.

An advertiser, in order to test this theory out, once ran the picture of a pathetic little baby shoe, worn, shabby, out at the toes, with an invitation to the reader to send in a one hundred word story concerning it. The advertisement had to do with the wisdom of having a bank account.

Over one thousand manuscripts were received and no two of them were identical in basic theme, showing that the individual has his powers of imagination, although there is a tendency to believe that the average person lacks even a semblance of it.

There is something of the crossword puzzle in this plan in that there is always considerable fitting in of thoughts, studying out of omitted details: a word here and a fragment of romance there. Occasionally, the accompanying text only increases the imaginative demands of an illustration.

Such copy touches only the high spots. It is intermittent in its descriptions. It is virtually short-hand copy, punctuated at regular intervals by dots and dashes which signify where the reader takes up and the writer leaves off.

An instance:

Cleaned out! A happy family at dinner . . . the smell of smoke . . . Questioning glances . . . The discovery of the blaze in the basement . . . The Alarm . . . The arrival of the companies . . . the crackling timbers . . . the crashing glass . . . In a twinkling it has all happened! Not nearly enough insurance. . . . The Realization: Cleaned out!

And, just as this message allows the reader to supply no less than 50 per cent of the missing detail, so does the fire insurance illustration which accompanies it constitute no more than a short-hand report of a little tragedy. Silhouetted against white paper, stand three forlorn figures, father, mother and child, dressed in such odds and ends as could be hastily snatched up on the spur of the moment. Around them loops the fire hose. There is a suggestion of antique furniture piled on the ground, broken and in sorry disarray. Faintly, to the rear, looms the figure of a fireman as he turns off the water at a plug. The adventure is over.

There is no burning house in the background; no other detail is visible. But these are not necessary. From the very pose of the central figures and the expressions on their agonized faces, the reader immediately commences to piece the entire story together. His own imagination pictures the gusts of flame, the falling timbers and the mad dash to safety.

A picture was used for a popular automobile, which carried no explanatory text of any kind. There was not so much as a caption. The public would find no difficulty, however, in weaving a very humorous story around the action which a resourceful artist had merely suggested.

The car had stopped in a small rural village. The driver, road map in hand, and scratching his

Dec. 11, 1921

head, perplexed, talked with two characteristic, rural hangers-on at the cross-roads. Old Si Hoskins pointed North, while Bill Gruegen pointed South, with equal assurance. It was typical of an experience encountered by every motorist. And the reader chuckled as he put two and two together, and wove his own romance.

In a very simple Sunoco motor oil illustration, an automobile and one figure, with no accessories, suggested just enough for the reader to begin, where the artist left off, and carry through to the logical conclusion a highly dramatic message. The text referred in no way to it. No headline, no supplementary footnote attempted to elaborate the picture. The advertiser expected that the reader would attend to this himself.

A physician has obviously been hastily summoned to the bedside of a patient, seriously ill. It is a cold, bleak, snowy day in winter. Moments count, yet it is in just such weather as this that motors are notoriously balky. The artist shows us the car as it has drawn up before a suburban home, and the white-haired doctor, bag in hand, running through the gate.

The various details of starting the car, the race across country, over rutty roads, through falling snow, the final act of professional mercy at the bedside of the sick: all of these links in the advertiser's story are supplied by the reader himself and he does so automatically, at the first glimpse of the vivid illustration.

One of the most interesting and unforgettable illustrations ever issued in behalf of Armco Ingot Iron asked the reader to supply three-fourths of the story. The scene was an architect's office: a man and wife examine plans of a new home they propose building, as the architect looks on and explains. Up from the blueprint rises the shadowy showing of the complete bungalow. It has materialized, in a sense, during the three-cornered conversation.

A drawing of this character is,

in itself, the blueprint of a story, which neither begins nor ends with the scene reproduced on the page. The reader visualizes, in connection with it, the dreams of the young couple, during the period prior to the drawing up of any plans, the sacrifices necessary, and, finally, the dreams come true, the finished cottage, the garden with its flowers, children, contentment.

A Postum page, in its pictorial specifications, called for visualization of the mad and tumultuous speed which is characteristic of this generation. The artist shows us a cross-section of a big-city street, just when traffic is at its greatest: cars are jangling ahead, all vehicular speed-demons are going their spirited pace, and then there is the crowd, the human traffic, registered not alone by means of bustle and hurry but by strained expressions of the faces of men and women.

As full as this picture is of detail and action, there is, nevertheless, a great, unwritten phase, even more dramatic, and it is this story which the reader automatically completes for himself: the story of sickness, mental exhaustion, futile rush, and death. The canvas encompasses the spirit of an entire generation. As compared with the ideas which it actually portrays in pigment, the illustration proper is no more than a small unit of a picture as wide as the horizon.

The artist, in another instance, portrayed a candy shop, and a well-dressed young man selecting a particularly nice box of bon bons. In itself, this is but a foot or two of a thousand-foot "feature picture." The real selling message comes at the close and is not included in the canvas at all—the moment when the box of candy is opened by "his best girl." But the reader of the advertisement is not long in speeding ahead to this very logical conclusion. For the moment, he becomes an advertising artist.

Some illustrations are so painfully complete, so final, that they



The Gravure Section of the Sunday JOURNAL-POST effectively covers this great southwestern market.

Advertisers with quality appeal have learned to use Gravure. Sales accrue because of the 100% reader interest.

Gained 35,000 Gravure lines in 1924

During the first ten months of 1924 the Journal-Post Gravure Section showed a gain of 35,000 lines of advertising over corresponding period of 1923.

KANSAS CITY JOURNAL-POST

14th in Circulation in U. S. (Mornings)

15th in Circulation in U. S. (Evenings)

VERREE & CONKLIN

New York

Chicago

Detroit

San Francisco

Dec. 11, 1924

are not interesting. The ideal canvas takes the reader into partnership, as has been explained, and permits him to take brush in hand, and fill in, here and there.

The picture of a slippery road, a fragile guard rail, a sheer drop of hundreds of feet, and just the suggestion of an approaching automobile may be far more thrillingly dramatic than the actual visualization of the car plunging down the hillside.

When a Fisher Body illustration presents several aristocratic, evening-gowned figures in a box at the opera, it does so with the calm knowledge that people of any imagination whatsoever, will piece in the advertising narrative, without so much as a hint of the luxuriant automobile which brought them there. "Showing the product" is well enough in many instances but it is by no means compulsory all the while. Sometimes, things are better left to suggestion and to the imagination.

It is indeed strange to what an astonishing extent the human mind will supply details which are missing, and do it unconsciously, in a sense, without effort.

The Aetna Insurance Company rather startles you with an illustration of a clerk, in a small shop, holding his arms aloft, his face registering sudden terror. A woman helper draws back in fear at the same moment. There is no more than the suggestion of a cash-register to their right. The picture is telling you the story of a hold-up. But there is no burglar, no sinister figure with aimed revolver. Nevertheless, the reader sees this figure, as clearly as though the artist had included it.

In a composition for a radio receiving set, the poses of three figures and a single word, allowed the reader to picture for himself a still more dramatic and vivid scene.

The one word was "Opera." The faces in the lamplight, the leaning forward of a little boy, eagerly, in suspense; the quiet satisfaction of an old man, all of

these were subtle touches by which the artist encouraged the reader to begin imaginative "filling in."

A few short-hand notes in character study and a word, were required and then imagination began to assert itself: the imagination which almost everyone possesses, in some degree, whether it be generally admitted or not.

A little wife, sadly talking with the local banker, asks advice. There is a flaw in a will. Much trouble will follow.

The death of the husband is not a part of this picture, but unquestionably, the reader will himself visualize a hushed and darkened room, a physician, crying children, and all the heartache of the final hour when a loved one passes on.

Allow the public to work with your illustration.

Leave something untold, unsaid, un-pictured, in order to create that point of more direct mental contact which is so essential to the modern advertisement.

Inquiry from Abroad Furnishes Advertising Copy

A letter received recently furnished advertising copy for W. A. McClatchy, Philadelphia realtor. The letter, written by an American Y. M. C. A. representative traveling in Czechoslovakia, was reproduced in large newspaper space. The writer told of his interest in the "budget homes" previously advertised by Mr. McClatchy, and told of his desire to make the purchase of one on his return home in the spring.

The letter was particularly valuable as advertising copy since it served as a model for similar letters from prospects. It specified the section of the city in which the writer was interested, amount he could invest, amount available for initial payment, and type of residence desired.

Service in Good Measure

WHYTE FEED MILLS
PINE BLUFF, ARK., NOV. 25, 1924.
Editor of PRINTERS' INK:

Your very kind letter of November 22, enclosing clipping from PRINTERS' INK on the educating of merchants and merchants' salesmen is certainly appreciated.

You are certainly giving good measure, pressed down and running over, when you serve your subscribers in this manner.

WHYTE FEED MILLS.

You Can Dominate This Big Market

Scattered throughout this country are hundreds of thousands of real home-lovers.

They live in cities, towns and suburbs.

They are doctors, lawyers, merchants, chiefs.

Every day they buy enough food, washing machines, building material, automobiles, furnaces and the many other necessities for the home to keep a factory for each commodity running full blast.

More than 550,000 of them read BETTER HOMES *and* GARDENS because it fills the need for a magazine that will tell them how to improve their homes.

You can talk to this big market today and dominate it thru consistent use of space.

Go after this market while there is still an opportunity to reach it first.

BETTER HOMES *and* GARDENS

E. T. Meredith - *Publisher*

Des Moines, Iowa

Dec. 11, 1924



The GRAND
FURNITUR
Has Initiated the
NATIONAL RETAIL

THE first term of this school which is conducted by The Furniture Association will be held January 20th in furniture and homefurnishings establishments acknowledging leadership coming from the manufacturers. It is another indication of the reason why exclusively to cover the retail furniture and home organization can increase your sales in this field.

The Grand Rapids
Grand Rapids,

A. B. C.



RAPIDS E RECORD Foundation of A FURNITURE SCHOOL

by *The Furniture Record* for The National Retail to 30th inclusive. ¶ 300 representatives from leaders of The United States will attend. ¶ This further tailers themselves will be appreciated by manufacturers national advertisers use *The Furniture Record* furnishings industry. ¶ Let us tell you how our

Furniture Record
Michigan, U. S. A.

A. B. P.

Another Blow at Secret Subsidies

Other Manufacturers May Profitably Observe the Hearty Crack Which the Band Instrument Makers Have Taken at This Evil

*Washington Bureau
of Printers' Ink*

THE real purpose of any form of secret subsidy in selling goods appears to be to devise a substitute for advertising. It may accomplish this either by counteracting the effect of the good reputation of competitors, or by furnishing such powerful advertising ammunition that a very little of it will accomplish superlative returns.

As a result, our domestic commerce is cursed with the evil of "hidden" demonstrators, the subsidizing by manufacturers of retail salesmen, and various schemes designed to multiply sales by some method, secret to the final purchaser, that is cheaper to the distributor than the generally accepted methods of creating demand.

One of the most common forms of this sort of thing is the "retaining" of well-known professional people and others to use and endorse certain goods. Strangely, in the field of sport, where common honesty is supposed to play an indispensable part, this secret subsidy is widely practiced. Professional golf players are paid large salaries to use and recommend certain makes of golf balls. Star baseball and football players in the leading colleges are likewise subsidized by manufacturers of athletic and sport goods. The practice is not unknown in tennis and other sports. Domestic science teachers and authorities are paid by manufacturers to use their equipment and food products. Many actresses, singers, musicians and celebrities receive lump sums or yearly salaries, or other kinds of emolument, from manufacturers of a wide range of merchandise.

There are two obvious dangers to this system. First, the subsidy of any desirable "endorser" tends to increase rapidly. For instance, the golf professional who accepts \$5,000 a year, or any other sum,

to use and endorse a golf ball is undoubtedly open to a proposition from another manufacturer. The temptation to bid up for his "services" is all the greater because a change will reflect discredit on the product of the former employer. The second danger is more potent. It lies in the fact that the selling influence of the practice depends entirely on its secrecy, as far as the public is concerned, and when by any chance the secret gets out and receives publicity the reaction invariably more than nullifies any apparent benefit.

However, there are plenty of manufacturers, it appears, who are willing to take both chances. Also, there are many professionals and celebrities who are fully conversant with the money value of their apparent preferences and endorsements, and who eagerly offer to sell their influence to the highest bidder.

Two principal questions naturally arise regarding the practice. In the first place, how effective and profitable will any investment in the secret subsidy scheme prove to be as an advertising substitute or stimulant? Secondly, is the practice entirely legal?

As yet, unfortunately, the Federal Trade Commission has had before it comparatively few cases involving any of the various forms of hidden demonstrations and secret subsidies; but this does not mean that the questions mentioned cannot be answered by the records. The Commission has placed itself squarely on record concerning the subject by accepting and approving a code of ethics which eliminates the subsidizing of professionals, and which has been adopted by practically an entire industry.

Undoubtedly, this will deal the severest kind of a blow to secret subsidies of all varieties in merchandising, particularly as the facts become known both to the industries and the public. It may

How **SOUTHERN RURALIST** Balances Its Editorial Matter



See chart on
following page

30 years of
helpful service

SOUTHERN RURALIST aims to "serve every interest of the farm home." It is completely departmentized with recognized authorities directing each editorial section. Twelve monthly feature issues are planned in advance to advise the Southern farmer on seasonal problems.

Does this program work out in practice? Let the chart on the following page supply the answer—an analysis of one year's editorial matter, 24 consecutive issues; striking proof that Southern Ruralist is the *family* farm paper.

To maintain a proper balance, to serve as an authority on all subjects without being a crank on any one, is to accomplish the purpose for which Southern Ruralist was founded thirty years ago. The leading farm homes in the South show their approval by subscribing to Southern Ruralist year after year. There are more than 400,000 of them now—would you like to make their acquaintance?

Analysis of Editorial Content in 24 issues of SOUTHERN RURALIST

Automobiles, Trucks and Good Roads.....	2.4%
Boll Weevil Control and Pest Eradication.....	4.0%
Boys' and Girls' Clubs.....	3.2%
Building, Building Material and Fencing.....	1.9%
Cooperative Marketing.....	6.5%
Dairying, Dairy Supplies and Live Stock.....	5.5%
Educational and Social Activities.....	3.9%
Entertainment (Plays and Pageants included).....	4.5%
Farm Ownership and Tenancy.....	2.5%
Fashions and Dress.....	1.7%
Feeding.....	2.1%
Fertilizer and Soil Improvement.....	2.5%
Fiction.....	5.6%
Field Crops and Forestry.....	5.2%
Fruit Growing.....	4.9%
Gardening.....	6.5%
Home Economics.....	4.0%
Household Equipment and Home Beautifying.....	1.8%
Illustrations, Charts and Plans.....	7.6%
Implements, Power and Machinery.....	4.5%
General Interest Editorial.....	4.3%
Miscellaneous.....	1.6%
Poultry and Supplies.....	6.7%
Public Questions.....	2.5%
Veterinary.....	4.1%

Your advertising message in Southern Ruralist
is in good editorial company.

SOUTHERN RURALIST

ATLANTA, GA.

CHICAGO

J. C. BILLINGSLEA
123 W. Madison St.

ST. LOUIS

A. D. MCKINNEY
1411 Syndicate Trust Bldg.

NEW YORK

A. H. BILLINGSLEA
343 Madison Ave.

MINNEAPOLIS

R. R. RING
Palace Bldg.

SAN FRANCISCO

LOYD CHAPPELL
730 O'Farrell St.

be accepted as an axiom that any practice which is recognized as misleading, deceptive, detrimental and against the best interests of all concerned in any one industry, should be considered similarly in any other industry. Therefore, the Commission's record of the recent Trade Practice Submittal of the band instrument manufacturers answers both of the questions, since practically all of the conclusions reached and adopted by these manufacturers deal with secret subsidizing, and were accepted and approved by the Federal Trade Commission.

It is the opinion of some of the best authorities that in many cases of questionable and unfair trade practices, especially those on the borderline, the evils can be better corrected and prevented by such a plan as Trade Practice Submittals rather than by process of law. It should be remembered that the creators of the Federal Trade Commission Act and the Clayton Act wisely refrained from including a definition of unfair competition in these laws.

This means that every formal charge of unfair competition before the Federal Trade Commission or a court must be decided on its merits. From the standpoint of deception of the public and unfair competition there are innumerable phases and legal questions involved in the varied schemes for subsidizing professionals, celebrities, salesmen and others. Consequently, it would be impossible to bring any one case before the Commission that would combine all of the points involved in the general practice of subsidies. In fact, it is likely that any one case would involve but a comparative few of the total number of questionable points.

A number of cases, then, would be necessary to firmly establish the illegality of all forms of secret subsidy in merchandising. In each instance, the Federal Trade Commission, even before issuing its formal complaint, would be required to make an investigation. If, in the opinion of the Commission, the results of an investigation warranted a complaint, it

would give the respondent an opportunity to defend his practice, before the possible issuance of an order to cease and desist. This would require time. Then the respondents in all instances would have the privilege of appealing to the courts from the Commission's orders, and it would be many months, probably a number of years, before final decisions covering all phases of the practice could be established.

The Trade Practice Submittal before the Commission offers an effective short-cut to the members of any industry who desire to prevent secret subsidies or any other objectionable or illegal trade practices. A number of industries have held submittals with excellent results. The subject was generally discussed in an article in PRINTERS' INK for December 13, 1923, on page 145.

Although the submittal of the band instrument manufacturers was held before the Commission late last summer, the official report was not issued until recently. It is evident from the facts disclosed that many of the members of the industry consider that publicity is the quickest cure for most trade ills, since all of the forms of selling subsidy discussed depend upon secrecy for their results.

The Trade Practice Submittal of the band instrument manufacturers was held in Chicago before Commissioner Vernon W. VanFleet, who represented the Federal Trade Commission. Seven officials of various manufacturers represented the industry, and submitted for the acceptance and approval of the Commission a code of ethics for the government of the band instrument business. This code had been previously accepted and signed by practically all of the leading manufacturers, importers and jobbers of band instruments in the country.

The code was published by the manufacturers to the entire industry and was entitled, "Announcement of Elimination of Secret Subsidies to Musicians." It does not refer directly to the eventual unprofitableness of the subsidy

Dec. 11, 1924.

scheme. Yet it unmistakably indicates throughout an answer to that effect. The first paragraph reads:

The use, ownership, or recommendation of any make of band instrument by a professional musician, or by any other person who for some reason may be supposed to be specially well informed about or have an exceptional opportunity to judge the real merits of band instruments, is accepted by the buying public as indicating honest preference for that make of instrument, based solely on merit. Thus a false and misleading impression is created when there has been a secret inducement of any kind.

The matter of unprofitableness is more clearly brought out in the next paragraph. This states that the secret subsidizing of prominent musicians and others by manufacturers and dealers in band instruments, for the advertising value to be derived therefrom, has developed, or tended to develop, unfair competition, improper trade practices and unfair price discrimination to buyers, and has misled the public. Such a condition of affairs, it asserts, is detrimental to the best interest of both the industry and the buying public.

There are various methods of subsidizing professional musicians (the announcement continues). It has been a more or less common practice to give to bands, orchestras, and individual musicians the instruments they require professionally. Sometimes the instruments have been merely loaned. Also in a few cases prominent professional musicians have been paid salaries to induce them to use certain instruments. Not all subsidies, however, are direct. Preferential discounts, special instruments at regular prices, extra plating or engraving on instruments without charge, abnormal allowances for used instruments taken in exchange, i.e.: "traded in," special terms of credit, subscription to or payments of advertising or other expenses of musical enterprises or organizations are typical indirect subsidies.

The announcement of the code of ethics also comments on the fact that the granting of subsidies has been by no means confined to prominent musicians in the band instrument industry. It emphasizes that a secret special discount to an influential member of a village band is no different, in effect, from the payment of a large salary to an artist of international reputation. It then

states that the granting of excessive allowances is against public interest, is unfair and conducive to the development of misleading and improper trade practices, such as quoting fictitiously high prices and making false reductions. Reference is also made to the fact that a consistent policy of granting over-allowances on used instruments leads inevitably either to business failure or to a regular policy of over-pricing of new instruments to the consequent detriment of the buying public.

Obviously, the band instrument makers and distributors now realize that secret subsidies are neither profitable nor effective. As to the validity of the practices under discussion, the code is more specific, as plainly shown by the final agreement:

In view of these facts and in the public interest, the undersigned manufacturers and dealers in band instruments do hereby agree not to subsidize musicians or others in any manner whatsoever, and to this end they agree specifically:

That they will not give away instruments to prominent musicians or others; that they will not loan instruments for the purpose of having them used by prominent musicians or others; they will not pay salaries, fees, or gratuities to induce prominent musicians or others to use or recommend their instruments; that they will not grant to prominent musicians or others secret discounts or rebates, or special terms not available to retail customers generally; and that they will not grant allowances in excess of the actual value of second hand instruments taken in exchange for new.

This agreement appears entirely to cover the field of secret subsidies. It was signed by twenty-three manufacturers and distributors of band instruments. The list includes such well advertised names as C. G. Conn, Ltd., Carl Fischer, Lyon & Healy, Inc., Martin Band Instrument Co., and the Rudolph Wurlitzer Co.

It was emphasized to the Federal Trade Commission that practically the entire industry was represented by the agreement, and that the parties undertaking to observe the code of ethics requested and petitioned the Commission to give its approval to the principles laid down and to announce the same to the industry and the

Color Inserts

There is a certain advantage in having your color inserts printed in a shop that does a lot of this class of work. Day and night we keep busy one of the largest batteries of two-color presses in the city. This steady production not only keeps the quality up to standard but makes for economy and speed.

Make a note now. "See Francis on the next color job."

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

Dec. 11, 1924

public. After consideration of the matter, the Commission concluded as follows:

"That the Commission accepts and approves the code of ethics as adopted by the manufacturers of band instruments so far as the same relates to the subsidizing of musicians, and will take cognizance of violations of the same, and:

"That as to other matters covered by said code of ethics the Commission receives and takes note of the same as representing the views and opinions of the industry."

It is perfectly safe to conclude, from the foregoing, that the manufacturers of band instruments have learned from experience that all merchandising practices which involve subsidies are poor, non-effective and highly expensive substitutes for advertising—in fact, that they are not substitutes at all. And the Federal Trade Commission, insofar as it accepted and approved the agreements listed, undoubtedly took a long step forward in establishing the illegality of the practices concerned.

The submittal of the band instrument industry has defined certain trade practices which it considers unfair, and has established an authoritative record for the future guidance of its members. If an individual manufacturer or distributor refuses to abide by the agreement, or if he persists in a practice outlawed by the submittal, the others may have recourse to the legal processes of the Federal Trade Commission.

If it is unfair, unethical or illegal, and eventually unprofitable and dangerous for a manufacturer of band instruments secretly to subsidize professionals, salesmen and users of his products, it would appear to be as unfair, unethical or illegal, unprofitable and dangerous for a manufacturer of sporting goods, food products, or any article or line of merchandise to adopt the same practice in his merchandising.

The Stetson Advertising Policy

JOHN B. STETSON COMPANY
PHILADELPHIA, PA.

Editor of PRINTERS' INK:

In asking you to correct the statement published in your issue of November 20, page twelve, about the John B. Stetson Company advertising account, you are authorized to publish the following facts:

It has been the custom for many years for the John B. Stetson Company to direct all its advertising activities from the office of their publicity director in Philadelphia and the valuable help that has been secured from advertising agencies throughout the world, is in the nature of expert advice and in the preparation and placing of advertisements and direct-by-mail literature.

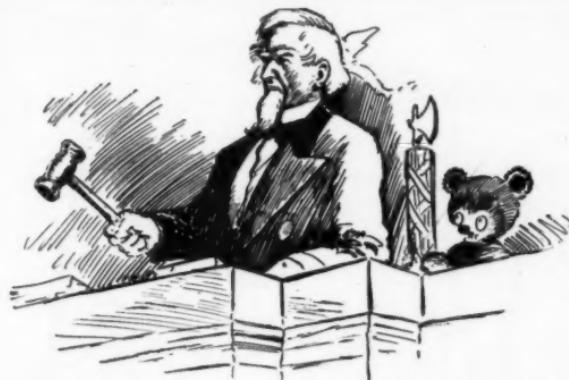
At the present time the general magazine advertising and the New York City newspaper advertising is being placed through the Barrows & Richardson Agency, New York City, with Arthur Samuels as account executive in this case. The Bertram May Advertising Agency, of Philadelphia, prepares and places the advertising for the Stetson retail store in Philadelphia. The Stetson newspaper and magazine advertising in Canada is placed through the agency of Smith, Denne & Moore, of Toronto. The advertising in the British Isles is placed through the Dorland Advertising Agency, of London; in Japan through the Far Eastern Advertising Agency, Kobe, and in Australia through the Catts-Patterson Company, of Sydney.

The Stetson advertising in Mexico and Continental Europe is placed direct by the offices of the Stetson company in Mexico City and in Paris under the direction of the publicity department at the factory.

JOHN B. STETSON COMPANY,
M. H. WRIGHT,
Publicity Director.

IT is interesting to note that the makers of the famous Stetson hats use no less than six different advertising agencies in the placing of their domestic and foreign advertising. In its foreign advertising all appropriations are based on the needs of the local territory and not on a definite percentage basis, the advertising being placed by agencies in the territory, or as in Mexico, directly from the factory.

In foreign countries like Mexico and Australia buying hats is somewhat different from here. Two hats of a certain popular style were sold in Mexico to one customer for \$300 gold. Mexico is the consumer of large quantities of the finest quality hats made by the company.—[Ed. PRINTERS' INK.]



Washington as a Market

You've just got to come into the National Capital itself, and appeal directly to its half-million prosperous consumers if you want to enlist their attention to any meritorious product.

There is no other way to accomplish it—and it assuredly is well worth while—for here is a community with a population larger than any one of eight different entire states, concentrated in one city. Cultured and progressive people—appreciative of the good things of life and competent to indulge their inclinations.

Nowhere is the problem of completely covering a field so easily solved as in Washington—through the Evening and Sunday Star. Within the city and its shopping radius the circulation of The Star leads its nearest competitor by 40,000 daily and 38,000 Sunday.

**Write our Statistical Department if you
want specific information concerning
any phase of commercial Washington.**

The Evening Star

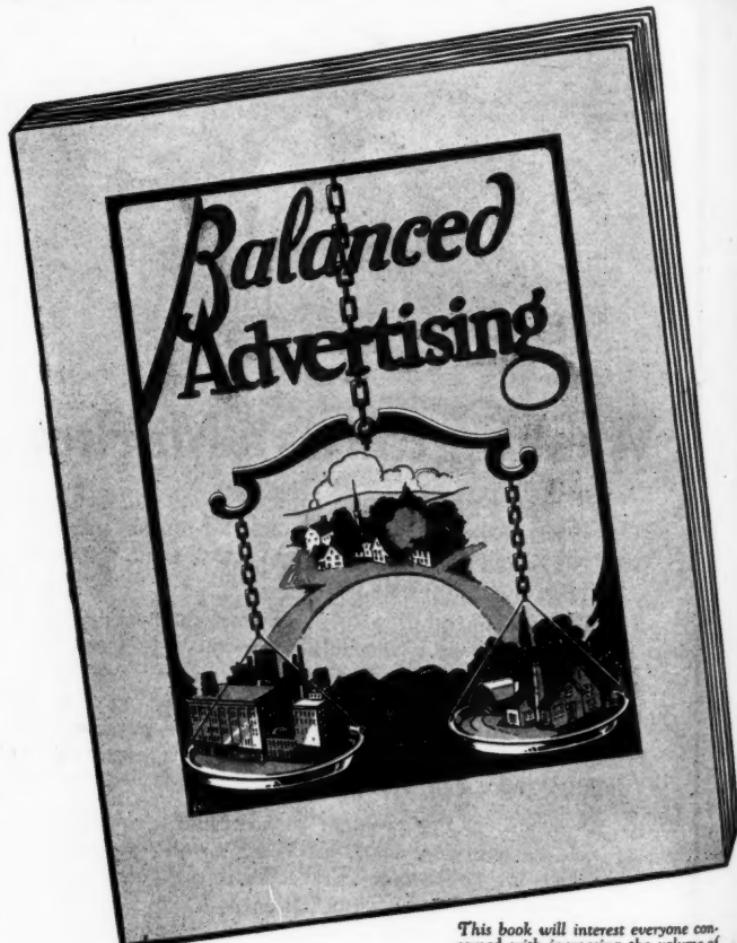
WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42nd Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

Dec. 11, 1924



This book will interest everyone concerned with increasing the volume of sales. Send for your copy today—free.

The Farm

first in the

PHILADELPHIA

BOSTON

LOS ANGELES

NEW

YOR

Balanced Advertising

For many years farmers have been studying balanced rations for their animals and soils. Lately your wife has been talking balanced rations for you and the youngsters. Now, advertising men are thinking in terms of BALANCED ADVERTISING.

Balanced advertising is advertising correctly proportioned to reach the entire nation of prospective buyers. And IT is just as essential to business as balanced rations are to farm animals—or yourself.

The 1920 census reported an urban population of 54,304,602 and a rural population of 51,406,017. Thus the great American market for good merchandise is divided "fifty-fifty" between city and country.

If you are interested in the ENTIRE American market—both of the "fifties," and not just one-half of the market—you will find helpful our book, "Balanced Advertising." A copy will be sent to you upon request—without any obligation.

Journal

farm field

NEW

YORK

CHICAGO

SEATTLE

SAN FRANCISCO

Dec. 11, 1924

YES— *The Wisconsin News DOES Lead the Milwaukee Field in Radio Lineage, BUT...*

—it does not boast of its leadership in this important classification.

Many newspapers when they dominate a particular single field, cry it from the housetops. Though the Wisconsin News could tell of its achievements in *many* classifications, such facts would mean little to the buyer of space.

Your question as a space buyer is, "What have you done in *ALL* classifications?"

* * * * *

This is *our* message—brief, but surely significant:

Thus far in 1924 the Wisconsin News has gained more than a million lines in local display advertising, over the entire year of 1923. During this period, every other Milwaukee daily newspaper LOST!

WISCONSIN NEWS M I L W A U K E E

Over-Feminizing the Feminine Appeal

Women Are Matter-of-Fact Enough to Want to Know Just What They Will Get for Their Money

By Ruth Leigh

NOT long ago, I was talking with an underwear manufacturer about an advertisement for his product.

"What we want," he told me, "is some really feminine copy, you know—something—well, really feminine. How dainty these garments are, and all—"

"Why don't you tell them something about the points of the garments themselves—about the strong shoulder straps and the length of the vest, and—" I enumerated the leading selling points which the traveling salesmen use in presenting the underwear to dealers.

"Yes, that's right. It's a good idea to talk about all that, but you know in feminine copy you don't want to be too practical."

"Nonsense," I answered brusquely.

And "nonsense" I say to every advertising writer who over-feminizes the feminine appeal in advertising copy today. We're getting too much of it—and that's that.

Do you know what I mean? That women readers are being "dainted" and "fascinated," and "charminged" to death. Writers of advertising, whether masculine or feminine, unquestionably have practical face-to-face dealings with women, and if they were talking to them, they would use practical, common-sense terms, but the minute they sit down before a piece of copy paper—out come the inevitable feminine adjective bag o'tricks—the old standbys—"charming," "dainty," "alluring" and "fascinating."

Listen to Miss Jones, a twenty-year old flapper, tell her friend about a silk undervest that she has just purchased.

"Look, Helen, I just bought the best looking silk vest—only \$2.95 too. Look at the length of it—it reaches to your stockings. And it

won't shrink—they guarantee it. Isn't that a blessing? Pretty, too—see, it's got silk shoulder straps, not ribbon, so you don't have to replace them—"

And so on. Does Miss Jones talk in terms of "feminine copy," using such descriptive adjectives as "alluring," "fascinating," "charming." She does not.

She talks practical, everyday English; she sees the practical side of the vest and she describes it that way to her friend.

I have always contended that that is the way women's advertising should be written. I believe that women today are and always have been shrewd, brass-tack buyers and readers of advertising. They want dollar-for-dollar value, and they want to read about that value in a practical, sensible way.

That brings me to my next contention—that there is not, to my mind, any essential difference between writing reason-why copy for men and reason-why copy for women. They are both equally practical (I think the modern women are perhaps a little more practical than the modern men), and it is well to assume this in advertising copy.

WOMEN ARE WELL-INFORMED ABOUT HOUSEHOLD ARTICLES

One reason, perhaps, why some manufacturers do not strike a more practical note in their advertising is that they assume the woman reader knows less than she actually does. For example, in the advertising pages of a national medium a carpet sweeper manufacturer may be trying to sell women on the idea of using carpet sweepers; a shower manufacturer may be trying to tell women about the desirability of taking showers; a silk underwear manufacturer, likely as not, is attempting to con-

Dec. 11, 1921

vince women of the attractiveness of wearing silk underwear.

To the average woman reader, this is all bosh. Modern women do not have to be told to use a carpet sweeper; they know all about its advantages. Nor do they have to have showers explained to them—that is, the desirability of having a shower, any more than they need be urged to wear silk underwear.

The point is that women are already sold on these things—but what a manufacturer might well do is to tell them the particular features that make his shower, or his carpet sweeper, or his silk underwear better than the other fellow's product. Perhaps because these features are so obvious, the advertiser forgets to stress them. He makes a general appeal to women readers to use the product, and then weakly, at the end, urges them to buy his article.

Every manufacturer who is making the best article he can turn out, will, if you ask him to describe his merchandise, point out in a simple, sensible way the features that are especially noteworthy.

"See, this girl's wash dress has extra tucks that make it easy to let down," says a dress manufacturer, in an interview.

"These boys' wash suits are easy to iron—they're made that way," explains a wash suit man.

"This underwear instead of shrinking—actually gets longer when laundered," points out a silk underwear manufacturer.

"Then why don't you tell women these things in your advertising?" I ask.

But this seems such a simple, commonplace, obvious thing to do, that the advertisers overlook it.

They squeeze the dictionaries dry in their efforts to find what they call "feminine" adjectives; they seek far and wide for new "ideas," new "appeals," when the best, most interesting appeal to the woman shopper is the practical one, that answers the mental question: "What am I going to get for my money?"

I believe that the retail store advertiser knows this much better

than the national advertiser. The average picture—description—price store advertisement that you read often stresses the salient points more successfully than the more elaborate magazine advertisement with its expensive art work. Perhaps the retailer realizes that his advertising is inserted to pull direct results, whereas the national advertiser hopes for less. In any event, I have seen a merchant take an article, describe it in his space and sell more of it than the manufacturer attempting to get direct orders from general "feminine" advertising.

Take a definite article, say, a pair of women's sport bloomers, and note the difference between what has been called "nice feminine advertising," and practical, common-sense reason-why copy.

"These bloomers," begins the advertisement, "have become extremely popular for fall and winter wear. This garment has the standard eight-inch reinforcement, is cut full and has a neat double elastic cuff below the knee, as shown in the illustration. A garment that always gives satisfaction. Colors: Black, navy, brown, gray, fawn, belgian, green, henna, purple."

GENUINE FEMININE COPY

That is what one manufacturer called "real feminine copy." Let us take the same article, and read a practical, reason-why advertisement that will unquestionably sell the garment to a woman reader.

1. These bloomers are unusually comfortable. They allow you plenty of room in the seat, and yet there is no noticeable fullness. You can walk, ride, play golf, tennis, or do gymnastics in these bloomers, and they will always be comfortable and roomy.

2. They are cut long in front, so they will not bind.

3. The gathers have been drawn away from the front and tacked so the bloomers fit smoothly.

4. There are two bands of rubber in the cuffs of these bloomers and they fit in exactly the right place, comfortably below the bend of the knee.

5. You will find these silken

Note the

ADVERTISED PRODUCTS

cited in report after report in the 1924
HOME IMPROVEMENT CONTEST

“The kitchen floor was bare. Now it is covered with a *Congoleum Gold Seal* rug 9 x 12, so easy to keep clean. And it only cost \$10.”

Installed a *Jewel* pipeless furnace, costing \$243.50.”

Bought electric *Sweeper-Vac* with all attachments, which cost \$68.”

Bought a *Coleman* gasoline lamp, for we needed ‘more light.’”

My husband installed *Delco* electric lights in September, lighting house, barns and chicken houses. Chickens are paying for plant, laying twice as well as ever before—Then we got a *Delco* washer—cost \$150 complete. Paid for with money I got selling corn, apples, potatoes, and berries this summer.”

With candy money, I got a *Universal* percolator for \$6 and an *Apex* vacuum cleaner for \$65.”

Two coats of *Valspur* varnish on diningroom and other woodwork cost us \$16.75.”

On our leaky roof we used *Bird's* roofing at moderate cost and with excellent results. ””

*Write for the “Pot of Gold”—a summary
of the amazing results of this year's contest.*

Give them facts. Give them coupons to send for more facts. Give them the cooperation we've led them to expect from our advertisers.

BIGGER CONTEST IN 1925

Address all correspondence to

SPRINGFIELD, MASSACHUSETTS

Myrick Building

NEW YORK
436 Fourth Ave.

CHICAGO
3 So. Wabash Ave.

FARM AND HOME

Dec. 11, 1924

bloomers doubly reinforced in just the right way, to stand the hardest rubbing, strain and wear.

6. Worn over one's regular undergarments, these bloomers will keep you warm and snug on the coldest days, yet will cling softly so your figure will always look slim.

Will a woman read this longer, reason-why copy? She will. It talks to her in the direct, commonsense way that an acquaintance or a store saleswoman might.

Why not regard women as people—and talk to them in terms of practical everyday life? After having been "charminged," and "delightfuled" for many years, it will be a relief to be talked to in brass-tack terms.

Canadian Advertisers Pay Tribute to John Sullivan

THE Association of Canadian Advertisers at its annual meeting adopted a resolution voicing its appreciation of the co-operation which had been extended to it by John Sullivan during his ten years' service as secretary-treasurer of the Association of National Advertisers. As previously reported Mr. Sullivan has resigned because of ill health.

The resolution reads as follows:

Resolved that this meeting express to Mr. John Sullivan, secretary of the Association of National Advertisers, its deep regret that continued ill health has compelled him to give up his work; and that we are deeply conscious of the invaluable assistance Mr. Sullivan has given this Association for many years, and that while voicing our appreciation of the services he has rendered the A. C. A. and tendering our sincere sympathy in his misfortune, we express the very strong hope that he will soon be restored to his accustomed health and vigor.

W. M. Mackay, of Lever Bros., Toronto, president of the association, presided over the two-day meeting. Theodore Morgan, of Henry Morgan & Company, Montreal, discussed the new trends in national advertising. "Pretty-girl" advertising, he said, was rapidly becoming a thing of the past. The present trend of ad-

vertising copy, Mr. Morgan said, is toward copy that makes the fullest use of the fine arts and bases its appeal on straight, clear statements of fact.

W. Sanford Evans, M. P. P., of Winnipeg, told of the progress and development of the Prairie Provinces, illustrating his talk with graphic charts which were thrown on a screen. Other speakers were: Louis Blake Duff, Welland Tribune and Telegraph; H. A. Roberts, business manager, Montreal La Presse; T. J. Tobin, president, Canadian National Newspapers and Periodicals Association; J. H. Wright, publisher of Postage; F. W. Johnson, advertising manager, Northern Electric Company; Martin L. Pierce, The Hoover Company, North Canton, Ohio; Andrew E. Hay, Pratt & Lambert, Inc. and F. Huber Hoge, of New York.

Thomas F. Kelly, of the Hoover Suction Sweeper Company, Hamilton, Ont., was elected president. Other officers are: vice-president, G. L. Spry, London; F. W. Johnson, Montreal and John Martin, Toronto, and treasurer A. L. Davidson, Toronto.

New members of the board of directors include the following: W. M. Mackay, R. Beattie, E. W. Robertson, A. L. Blankman, F. Hetherington, W. M. MacQueen and W. G. McGunther.

Leaves "Charm" to Start New Advertising Business

Joseph E. Hanson, for ten years advertising manager of L. Bamberger & Company, Newark, N. J., and publisher of *Charm*, has resigned. He has started an advertising business of his own with offices at Newark and New York. Mr. Hanson will specialize on a merchandising and advertising service for manufacturers who wish to cover the department store field.

Arthur C. Kaufmann, who has been business manager of *Charm*, succeeds Mr. Hanson as publisher.

W. H. Bell with Studebaker-Wulff

W. H. Bell, formerly assistant general sales manager of the Kelly-Springfield Tire Company, New York, has acquired an interest in the Studebaker-Wulff Company, Marion, Ohio. He has been elected vice-president in charge of sales and also a director of the company.

Widening the Margin of Supremacy

The Record of Three Years' Growth of The Birmingham News is a Graphic Story of a Great State's Ever-Increasing Appreciation for Its One Big, Dominant Newspaper

The Average Net Paid Circulation of

The Birmingham News
THE SOUTH'S GREATEST NEWSPAPER

for the month of November, 1924, was

Daily	Sunday
<u>78,255</u>	<u>89,073</u>

Average Daily Net Paid Circulation for November

1921—55,784
1922—67,720
1923—74,399
1924—78,255

Average Sunday Net Paid Circulation for November

1921—61,003
1922—75,161
1923—81,703
1924—89,073

Daily Gain in Three Years

22,471
40% Increase

Sunday's Gain in Three Years

28,070
46% Increase

Merit Always Wins!

Dec. 11, 1924



Mr. Hall's letter speaks for itself.

The Merchandising Service of the New York Evening Journal is adjusted to the particular requirements of every campaign. That is one reason why it has been proved to be the most effective and practical cooperation offered advertisers by any publication in America.

Without obligation, an Evening Journal representative trained in merchandising, will be glad to call and discuss ways and means with manufacturers who want to increase their sales in New York or who want to enter New York and would like to know how to do either without undue expenditure—and at a profit.

And you don't need many papers because 45 out of every 100 people who buy any New York evening newspaper buy the Evening Journal.

NEW YORK EVE

America's Greatest

Dec. 11, 1924

Ralston Purina Company

PROPRIETORS: Purina Mills.
St. Louis, Mo.

EIGHTH AND
GRANT STREETS.

DO YOU PREFER TO FILE
DATE AND FILE NUMBER

November 26th, 1924..

New York Evening Journal,
2 Columbus Circle,
New York City, N. Y.

Gentlemen

For years we have had experience with the merchandising department of various newspapers. Any large buyer of advertising realizes that there is a lot of hot air mixed up with merchandising.

We have just checked the work that you have recently completed for us and wish to compliment you on the way it was done. You really adjusted your plans to meet our peculiar requirement and have given us definite help that will move goods from the counter. It is a big work well done.

Very truly yours,

RALSTON PURINA COMPANY

East Hall

Secretary.

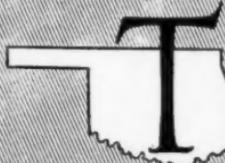


NING JOURNAL

Evening Newspaper

Dec. 11, 1924

for LOW COST RESULTS



WENTY-NINE leading newspapers and four magazines were used this year in the advertising of the Salt Lake City Chamber of Commerce.

These media produced inquiries at a cost of 98 cents each.

The Oklahoman and Times brought 575 inquiries at a cost of 65 cents each, earning third place in the list as a low-cost-per-inquiry medium.

The Oklahoman and Times is a "resultful" newspaper, thoroughly covering a responsive market, a market which is now completing a billion dollar year.

Is this third-lowest-cost newspaper on your list?

The **OKLAHOMAN & TIMES**
OKLAHOMA CITY

Represented by E. KATZ Special Advertising Agency.
New York, Chicago, Kansas City, Atlanta, San Francisco

Largest Grocery Chain Takes a Hand at Institutional Advertising

A. & P. Stores in Washington District Running Institutional Campaign in Newspapers as a Supplement to Price Advertising

IT may certainly be recorded as a matter of interest to manufacturers of grocery products that a group of grocery chain stores is carrying on a campaign of institutional advertising.

This does not mean that The Great Atlantic and Pacific Tea Company, operating something like 11,000 retail stores throughout the country, has abandoned the price appeal in its advertising. The A. & P. company is a large user of newspaper space and a large user of large space. Double newspaper pages are frequently used and the space is almost entirely taken up with listings of products and reduced prices printed in bold face type.

What it does mean is that the A. & P. company is using for perhaps the first time in its history institutional advertising in a small way, in one locality, to supplement its price appeal.

This local institutional campaign is extremely interesting on two counts, first, because it is an A. & P. campaign, and second, because the copy is striking and different. But a fact of still greater interest than either of the two points mentioned is the change in the company's organization which has made it possible for one sales district of the company to put on a local advertising campaign without having to execute it through general headquarters at Jersey City.

Not quite two years ago the company began de-centralizing its organization which up to that time had been centralized at the general offices in Jersey City. Under the plan of de-centralization the production and distribution of the company are located wherever it will be of the greatest advantage to the organization. The country is divided into a number of sales territories or districts, each one

in charge of a general superintendent. The districts are in turn subdivided with superintendents in charge and these are again subdivided with assistant superintendents who are in charge of unit store managers. Factories and local warehouses in each district bring reserve stocks closer to the point of sale, obviate delays in long shipments, give the individual store manager more room for new items through reduced quantities of goods already carried and result in more rapid turnover.

The district sales manager has wider latitude on company policies as they apply to his particular district. He is on the ground and more conversant with conditions in his particular territory than the general office in Jersey City. While his authority might not permit him to alter the fixed and fundamental policies of the company, he can take up slack or let it out as conditions warrant or until such time as he can communicate with headquarters.

ADVERTISING POLICY CHANGED

The company's advertising is handled from Jersey City. The policy of A. & P. advertising throughout the history of the company has been "price and product," and there has been no change in this policy. The newspaper campaign of institutional advertising which is now running in Washington newspapers does not supplant the advertisements featuring prices and products which are now running in large space. The institutional advertisements are uniform in size, 10 inches double column. They are being written by Allen McDonald, advertising manager of A. & P. in the Washington district.

One of the advertisements is representative of the series. It contains an illustration of an old-

Dec. 11, 1924

fashioned grocery store with barrels and packages of bulk goods standing about. The cat and the proprietor sit looking at the door as though waiting for customers to come in. Beneath the illustration is the caption—"When Grandad Was a Boy." Two short paragraphs of copy follow:

"The corner grocery store of half a century ago—well, it may have been picturesque, but there are few of us now who would be willing to purchase quaintness at the cost of comfort, convenience and sanitation.

"You may refresh your memory from the old sugar barrel and revel in those tumbled shelves and shadowy bins. But the practical side of you will call for the clean, bright grocery store of 1924 with its high standards of quality and service."

This is followed by a brief line in bold-face: "A. & P. Stores were pioneers in raising grocery store standards, in safeguarding health and simplifying housewifely problems." A border design with a large "A. & P." in a circle at the bottom is used with each advertisement.

The series is historical. Mr. McDonald traced the modern grocery store back to a time just prior to the formation of the grocers' guilds in England in the 14th Century, when the pedler and his pack served the public. This situation was featured in the first advertisement of the series. The earliest grocery store, it said, was the pack on the back of a pedler who traveled from hamlet to hamlet and offered a limited assortment of merchandise—spices, salt, coarse flour, tallow and wax jumbled together in helter-skelter fashion—to housewives. The unsanitary aspects and inconvenience of this primitive method are contrasted with the clean, bright grocery stores of today and A. & P. stores in particular.

Up until 1617, another advertisement points out, the apothecary's shop was also the neighborhood

grocery, where arsenic and salt, assafoetida and sugar were carried in stock side by side. King James of England changed this condition, says the copy, by divorcing groceries from drugs and after that real grocers and grocery stores came into existence.

When a shopkeeper of the 14th Century violated the pure food laws of those days he was put in the pillory and the objectionable produce was burned under his nose. Another advertisement pictures and describes this situation and compares it with present conditions of grocery service, store sanitation and health protection as found in A. & P. stores.

The campaign has been in operation about three months. "We can't definitely say," Mr. McDonald said, "that we have sold so many more pounds of tea or coffee or butter, or so many more eggs each week, since our institutional series started. We can only say that business is increasing and that we can see evidence of an increase in that intangible but invaluable thing called good-will. While the idea is still something of an experiment, it becomes less experimental every day. Like good business men we have started it in a comparatively small way. But we have already proved that the idea is basically sound and I believe it marks the beginning of a new era in chain grocery store advertising."

Modesto, Calif., Newspapers Consolidated

The Modesto, Calif., *News*, evening newspaper, of which E. L. Sherman is publisher, has bought the Modesto *Herald*, morning newspaper. Both publications will be continued.

Camp Furniture Account for Racine Agency

The Gold Medal Camp Furniture Company, Racine, Wis., has appointed the Western Advertising Agency, Inc., of that city, to direct the advertising of its line of camp and folding furniture.

The Port & Terminal Publishing Company, Inc., Whitestone, N. Y., publisher of *Port & Terminal*, has acquired the *Jackson Heights Herald*, a weekly newspaper, published in Queens County, N. Y.



In the competitive scramble for Gross Sales we often overlook the fact that the prime objective of *every* business is Net Profits.

Gross Sales are comparatively easy. You simply multiply your Sales Force and add a few ciphers to your advertising budget. But Gross Sales and Net Profits do not always go hand in hand. Net Profits depend upon *reduced selling cost*.

And in the light of reduced selling cost, it is far cheaper to educate, enthuse and build up your established dealers than to spend money seeking new dealer accounts. Today, the very backbone of every business is its permanent Dealer Organization.

A Dealer Magazine of the right kind is undoubtedly the most effective vehicle for cementing your present Dealer Organization more closely to you and bringing new dealers into line. Without sacrificing Gross Sales, it enables you to reduce your selling cost and increase your Net Profits.

This Organization has the experience, the ability and facilities for the complete publication of properly conceived, correctly edited and attractively printed Dealer Magazines.

In a brief interview, we will gladly show you how such a Dealer Magazine will reduce YOUR selling cost and increase YOUR Net Profits.

HOUSE ORGAN DIVISION
ARROW PRESS, Inc., NEW YORK
318-326 WEST THIRTY-NINTH STREET

Dec. 11, 1924

Westinghouse Advertises to Future Customers and Employees

ADVERTISING that to all appearances is pure altruism is frequently that—plus a large degree of foresight. The present series of "vocational guidance" advertisements by the Westinghouse Electric & Manufacturing Company, in college publications, furnishes an instance of the kind.

The advertising aims to acquaint college men with the various fields of practical engineering work, thus enabling them to find their places in industry after graduation. A little advertising of this nature was commenced in 1919. The present campaign calls for space in 97 magazines and newspapers reaching educational institutions with a combined registration of 240,000 students.

Rather extensive if it were purely philanthropic. But the Westinghouse company has two major objectives. Since it is essentially an engineering organization, large numbers of graduates are recruited each year from the technical schools and it is to the company's interest to attract adequately trained men.

Secondly, engineering schools are looked upon as a training ground for influential future Westinghouse customers. Institutional advertising viewed in this light becomes logical and valuable. In college, students are divided into such groups as electrical, mechanical or chemical engineers. An organization like the Westinghouse company, organized along functional lines, divides its personnel into such groups as sales engineers, application, design, or erecting engineers, etc. The "vocational guidance" series fills a definite need in bridging the gap between the college world and the practical life that the student will soon join. It induces self-analysis to the end that students "find" themselves in business life and train themselves accordingly. Less labor

turnover is a notable result.

The copy for the series is information on practices in industry, various classes of engineers being taken up individually and their work explained in a way showing the qualities necessary to that particular field. "Across Another Man's Desk" is the caption of a typical advertisement which deals with sales engineers. Others deal with administrative, research, manufacturing and other engineers. The complete series will be issued in booklet form and offered to readers in the last advertisement of the series.

Real Estate Account for Bloomingdale-Weiler

J. Harker Chadwick has placed the advertising account for a real-estate development known as Atlantic City Gardens, Longport, N. J., with the Bloomingdale-Weiler Advertising Agency, Philadelphia. Newspapers throughout New Jersey, Pennsylvania, Maryland and Washington, D. C., will be used in a campaign now starting.

W. H. Enell with Siewin Company

William H. Enell has joined the Siewin Company, New York, toilet preparations, as general sales and advertising manager. He was formerly with the General Chemical Company, New York. More recently he was advertising manager of the Torrington Company, Torrington, Conn.

Ocean City, N. J., Publisher Appoints W. L. Kay

W. Lowrie Kay, who has been advertising manager of Riegel & Company, Inc., Philadelphia paper house, has joined the Ocean City Printing & Publishing Company, Ocean City, N. J., publisher of the *Sentinel-Ledger*, in a similar capacity.

Ogden Johnson Returns to Cusack

Ogden Johnson, at one time with the Thos. Cusack Company, Chicago, and more recently with the Chicago office of the Commercial Poster Company, Cleveland, has again joined the Cusack company.

Marshall Simpson Joins W. B. Saunders Company

Marshall Simpson, formerly with the Newark, N. J., *News*, has joined the advertising department of the W. B. Saunders Company, book publisher, Philadelphia.

What Part of This Direct Mail Service Do You Require?

Ours is a complete organization for the planning, writing, illustrating, printing and mailing of direct advertising campaigns. You may want to turn over your entire advertising situation to us or you may only wish to employ our efficient departments for the correct and speedy handling of the mechanical elements of your campaign. In either event you will find us right on the job to serve you because—

Our Business is to Help Your Business Grow

Many small business firms are rapidly growing larger because they consistently use direct advertising that we produce and mail for them to broadcast sales messages to their trade. So if you are a small manufacturer do not get the idea that we are too large to care for your business. Our present large size and financial responsibility is a definite result of the fact that for years we have efficiently served a great many small advertisers. And because we do small things well many national advertisers and quantity buyers have also repeatedly placed with us their big orders and dealer help campaigns.



The Reuben H. Donnelley Corporation

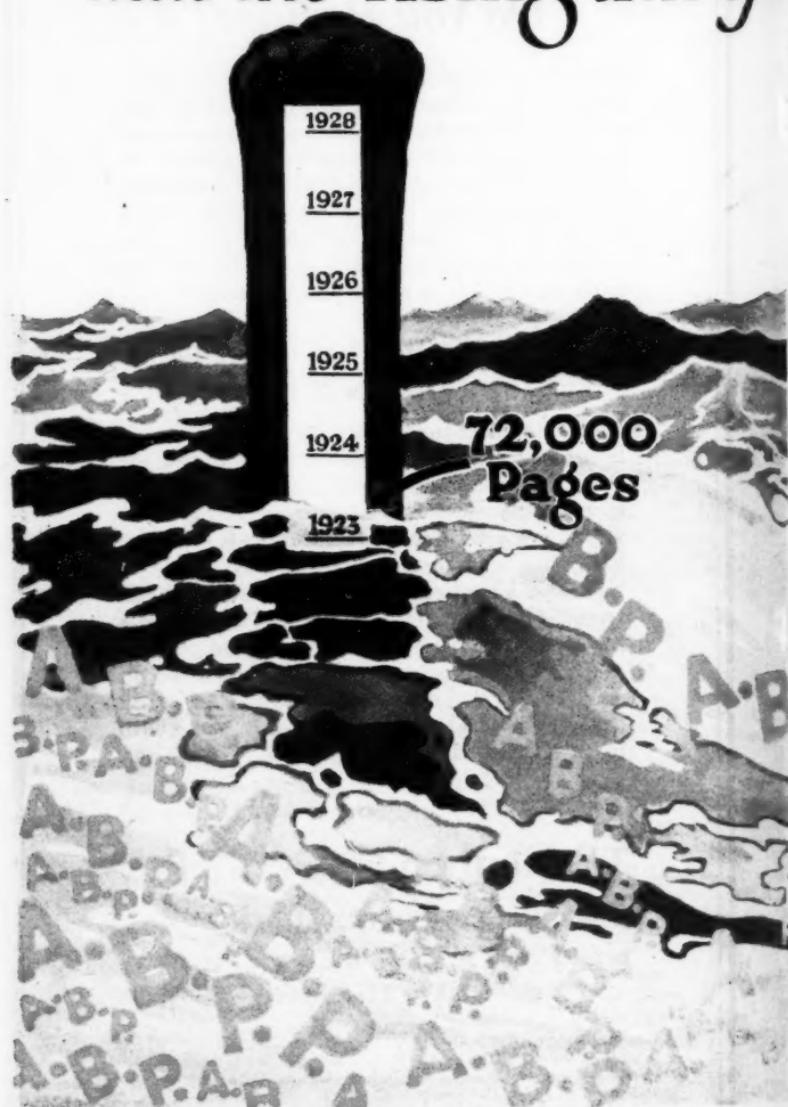
DIRECT MAIL DEPARTMENT:

320 E. 21st Street
Chicago, Ills.

Planning • Writing • Illustrating • Printing • Mailing Lists • Addressing • Mailing

Dec. 11, 1924

Advertising Agents and the rising tide of Bu



Business Paper Advertising

In steadily-growing numbers, Advertising Agents are discovering that the use of adequate space in appropriate A.B.P. papers is a vital part of a complete advertising program.

Advertising Agents placed over 72,000 pages in A.B.P. papers in 1923. In 1924 the total will rise far higher, and 1925 space already contracted for indicates a still greater volume.

Make sure that your 1925 schedules include those A.B.P. papers that offer the greatest assistance in attaining your advertising objectives. We will gladly help you in selecting them.

Ride with the rising tide of A.B.R. Business Paper power and influence.

**THE ASSOCIATED BUSINESS
PAPERS, INC.**

220 West 42nd Street, New York City

An Association of Qualified Publications Only, Reaching 54 Fields of Trade and Industry

Dec. 11, 1924

In Canada its newspapers for—

A certain Canadian firm—of small capital and limited selling organization—has recently “put over” a most successful campaign using small space (no illustrations) in the Canadian Daily Newspapers.

FOR ECONOMY AND RESULTS THERE IS NO MEDIUM IN CANADA COMPARABLE TO THE CANADIAN DAILY NEWSPAPERS BECAUSE THERE IS NO OTHER MEDIUM SO CLOSELY READ!

THE DAILY NEWSPAPERS OF CANADA

Write these papers—ask your agency

The Maritime Market

	Population	Newspaper
Halifax	75,000	Herald & Mail
Halifax	75,000	Chronicle & Echo

Quebec Market

	Population	Newspaper
Quebec	117,500	Le Soleil (French)
Quebec	117,500	Chronicle
Montreal	839,000	Gazette
Sherbrooke ...	23,515	La Tribune (French)

Pacific Market

	Population	Newspaper
Victoria	60,000	Colonist

Ontario Market

	Population	Newspaper
London	70,000	Free Press
London	70,000	Advertiser
Hamilton	120,945	Spectator
Peterboro ...	25,000	Examiner
Kitchener ...	30,000	Record
Kingston	25,000	Whig

Prairie Market

	Population	Newspaper
Winnipeg	280,000	Free Press
Winnipeg	280,000	Tribune
Edmonton ...	70,000	Journal
Calgary	75,000	Herald
Regina	35,000	Leader & Post
Saskatoon ...	81,384	Phoenix & Star
Moose Jaw...	20,000	Times & Herald

National or Sectional Coverage

How to Torture Your Customers

The Salesman Who Constitutes Himself a Censor of His Clients
Is Riding for a Fall

By W. H. Heath

THE salesman had made what might be looked upon as a successful call and was on the point of leaving. Suddenly, he turned and said to his customer: "I suppose its none of my business but when I came in, two hours ago, you were out. Well, the outside office force was carrying on a fairly good vaudeville show. Telephone girl laughing and carrying on with the office manager; a couple of small boys making all kinds of racket, and everybody else chattering like magpies. It makes no difference to me, of course, but some important customer might get an earful of that and would wonder. Doesn't make a good impression. I thought you ought to know."

The manager thanked the salesman, but it was not long before the doors of that company were closed to the latter. The salesman came to be known as "Old Tell-Tale." The significant point is that it was the manager himself who turned the cold shoulder to this salesman.

"Everything that chap told me was doubtless true," he explained later to an acquaintance, "but I could never feel at ease again in his presence. Unconsciously, I resented his intrusion upon our private affairs. Moreover, it is no more than human to have an intuitive dislike for the person who tells tales out of school. I felt that this man was simply trying to curry favor by bringing me his ugly little gossip."

A sales manager who was routing thirty men through the Southern States recently talked to them very earnestly on this subject of "internal criticism." First he read a letter from a South Carolina customer. It was not a recently penned note, but one which had long been kept in the files for just such occasions as this. It read:

I think I can speak quite frankly to you because you are a Carolinian yourself, born down here, and understand us and our peculiarities.

For one thing, you know we have pride of a brand distinctively our own. We may be merely expressing a weakness, but that can't be helped. It's constitutional. You have been sending down to see me a very plausible man who is an expert in his line and certainly knows his business, but he has never failed, during his five trips, to end up by dealing out advice of a personal character. First, he mentioned that he had happened to overhear a piece of courtesy down on the salesroom floor: the next time, it was bits of old newspaper in the reception room. He thought that whoever was responsible for keeping that place clean should be reprimanded. Perhaps I had overlooked it. Four months later he commented on the way two girls were stamping letters: the stamps were put on any old way. He had just happened to get an eye-full of this slip-shod work. The last time he was here, he mentioned that the office manager was somewhat discourteous, short, impertinent. Perhaps he was that way to others.

Doubtless these matters should have been brought to my attention, but, do you know, I have taken an instinctive and intuitive dislike to your salesman and I can't for the life of me overcome it. Perhaps it is because he is forever reminding me of problems for which I am responsible. I only know I want you to send someone else hereafter.

"This letter," explained the sales manager, "has always appealed to me as representing a state of mind on the part of the prospect or the customer, which should never be overlooked. The salesman who attempts to get on the good side of a client by calling to his attention any internal weakness or fault, is greasing the skids for himself. Yet I know the temptation is great to do this very thing.

"You boys are going to Southern territory. They are genuinely sensitive down there. Whatever you do, resist criticizing anything in the customer's own private preserves. Even if you see the cashier running away with the weekly payroll, keep your mouth shut. When you criticize some-

thing in a man's place of business, you are, in a sense, criticizing the man himself; at least, he always takes it in that spirit."

A salesman who should have known better, because his experience was sound and his contacts with men usually diplomatic, made one slip while calling on the biggest dealer in a Kansas community. It cost him and his house business that was rightfully theirs.

This customer was a roughshod, uncouth dealer in farm implements. He "fed" the surrounding countryside for 200 miles in every direction and while his two-story establishment on a side street was in no sense prepossessing, the turnover each year was astonishingly large. He was, in fact, a sort of commercial czar in that county.

The town was small and the hangers-on many. When the salesman entered, he was compelled to brush aside a half-dozen straw-chewing loungers who were seated on benches. A couple of hound dogs were also in evidence. To the big-city salesman it all seemed extraordinarily crude. After having transacted his business with the dealer, the salesman said:

"I should think you'd make that bunch of loafers get away from in front of your store. A man has to fight his way into the place. Dogs, too, scratching fleas. It can't do you any good to have your establishment cluttered up by that human deadwood."

The dealer turned on him, with sudden anger and resentment flashing in his eyes.

"Say," he growled, "I guess you are too blamed good for these small towns. Those chaps are farmers. Some of them may not be working any more, but they could buy and sell the average city chap. Most of 'em I grew up with and they're all personal friends of mine. As for the dogs, say, you never went hunting with one of them or you'd speak of them with more respect. A good hound dog is worth his weight in gold."

"Young man, you and me can't

get along after this, I guess. We are just ordinary folks out here."

And never again could the salesman get any business from this dealer. The agency for the territory was given up then and there.

A machine tool salesman was calling on an old and highly rated customer who manufactured an article widely distributed both in America and abroad. After their business chat, the general manager invited the salesman to take a turn through the factory, which covered considerable space.

It was not a new establishment, in fact it dated back four generations and some of the old-fashioned ideas and methods and equipment were still in evidence. It was in the latter regard that the plant was noticeably behind the times. Much of the equipment in one department was almost primitive, according to thoroughly modern standards.

MISPLACED HUMOR

The salesman, as he passed through this room, was unable to conceal his amusement. To him, the machinery was a "joke." In a jesting mood, he turned to his guide and commented on the archaic equipment. "Your machinery looks as if it might have come out of the ark," said he, "but you people certainly turn out an A-1 product." Then he stood in front of one of the machines, smiling down at it and passing a few flippant remarks with the operator, who looked at him in a hurt way, not quite appreciating the humor of the observations.

The result of this two-minute persiflage was the loss of that manufacturer's business. He stubbornly refused to overlook what he considered an "insult."

A salesman can't do this sort of thing. Even when he thinks he "knows his man" it is an extremely perilous bit of presumption.

A salesman of the star variety, who was extraordinarily competent, was finally "let out" of a New York house because of his inability to cure himself of the habit of criticizing. He had fallen into the habit of "looking for trouble." He had a natural nose



Where Will They Go This Summer?

When vacation days come, thousands of teachers will pack their bags and be off to mountains, seashore and quaint far away places. They have the time, the money and the desire to travel. **You** tell them **where** to go. More than 40,000 of the 160,000 teacher subscribers to Normal Instructor will travel somewhere this summer. Get your share of the business from this great field.

*The facts are in our new booklet,
"A Survey of the Educational Market,"
Yours for the asking.*

F. A. OWEN PUBLISHING COMPANY, DANSVILLE, N. Y.

CHICAGO: 1018 So. Wabash Ave., C. E. Gardner, Advertising Manager
NEW YORK: 110 West 34th Street, George V. Rumage, Eastern Representative

NORMAL INSTRUCTOR and PRIMARY PLANS

FOR TEACHERS of ALL THE GRADES and of RURAL SCHOOLS



Member Audit Bureau of Circulations

Dec. 11, 1924

for gossip and for embedded faults in others. And the remarkable part of it was that he firmly believed he was doing the right thing when he told his customers about their faults.

The climax came after he had gone down to Cincinnati on an important assignment requiring special interviews with three heads of a large institution. To Mr. A he made mention of the fact that the clerical department was always at fault. In business negotiations, it had come to his notice that the bookkeeping work was "shot full of mistakes." It gave his house "lots of trouble." Did Mr. A know about this carelessness? Perhaps the clerical force was equally negligent in the case of others.

Mr. B was smilingly told that "something should be done about the office workers. They dressed like tramps. Mr. B was so busy, he had not noticed such details, mayhap. One clerk went around in an office coat that was ragged at the elbows. Another one insisted upon wearing soiled collars. Mr. B would surely want to know of these lapses: they were the impressions of someone outside the organization and therefore doubly valuable. The climax came when Mr. C was told that roller top desks were completely out. They were only found in backward houses.

But when Messrs. A, B and C put their heads together an indignation meeting followed. And, as a consequence, a pleasant arrangement which had existed for many years was cut short.

Your interloper in the affairs of others is never very popular. A salesman, above all others, should attend to his own affairs, strictly, rigidly. To do otherwise is a sure-fire method of torturing your customers—which is a decidedly unprofitable policy.

D. G. Newton Leaves Hotels Statler

D. G. Newton has resigned as manager of the business promotion department of the Hotels Statler Company, Inc., Buffalo, which has charge of all advertising of that organization.

Campaign to Obtain Distribution for VacuLarm

A campaign to obtain distribution for the VacuLarm, among jobbers and dealers throughout the United States is being conducted by The Smith Motor Equipment Company, of Cleveland. Application for registration of the name VacuLarm as a trade-mark has been made covering this product which is a patented meter for automobiles. As fast as distributors are secured their appointment is followed up with newspaper advertising of the VacuLarm in their local newspapers. The VacuLarm also is being advertised in a number of magazines.

This account is being directed by The American Advertising Company, of Cleveland.

Form Advertising Art Service

Maxwell Bauer and Norbert J. Nathan have organized the firm of Bauer & Nathan, advertising artists, at New York. Mr. Bauer was formerly with the Bartlett Orr Press, New York. Mr. Nathan has been in newspaper art work for the last ten years.

Heads Los Angeles Better Business Bureau

A. Carman Smith, president of Smith & Ferris, Los Angeles, advertising agency, has been made chairman of the Better Business Bureau of the Los Angeles Advertising Club.

J. E. Pickett Joins "The Pacific Rural Press"

John E. Pickett, formerly editor of *The Country Gentleman*, has become associated with *The Pacific Rural Press*, San Francisco, in a similar capacity.

"Oil Age" Appoints Representatives

The Oil Age, Los Angeles, has appointed the following advertising representatives: F. R. Jones, Chicago, S. F. Stone, Tulsa, Okla., and Arthur G. Neitz, Seattle.

With Connecticut Chamber of Commerce

Clark Belden, recently with the advertising department of the Hartford Fire Insurance Company, has become associated with the Connecticut Chamber of Commerce.

Joins Buffalo Advertising Service

S. M. Brumberg, formerly with the Landschaft Advertising Agency, Buffalo, has joined the staff of C. Louis Wilson, who conducts an advertising service in Buffalo, as a copy writer.

The New
York Herald
Tribune
prints *more*
RADIO
advertising
than any
other New
York morning
paper

Dec. 11, 1924

In 7 months

The most widely read magazine in the Furniture field

2968 Dealers—*one out of every seven readers*—
have written expressions of appreciation in the
past two months

- 1 A magazine devoted exclusively to the furniture dealer's greatest problem—*Selling*
- 2 Reaches *every* desirable furniture retailer in the United States.
- 3 Lowest page rate per thousand—less than $\frac{1}{2}$ cent per dealer

Tell it to them all.

Dec. 11, 1924

PRINTERS' INK

121



Retail FURNITURE Selling

608 S. Dearborn Street, Chicago

use R.F.S in 1925

Drive to Enact "Printers' Ink" Model Statute in Illinois

New State-wide Association of Advertising Clubs in Illinois Will Present Bill to Next Session of Legislature

ILLINOIS stands better than a fair chance of being the next State to arm advertisers and the buying public against dishonest advertising by enacting the PRINTERS' INK Model Statute. At least seven active advertising organizations in that State are back of a movement to add this statute to the laws of Illinois at the session of the legislature convening in January, 1925. It is their intention to push the bill embodying the Model Statute energetically with the aim of having it enacted before the legislature adjourns next April.

The clubs and associations which have endorsed making the statute drafted by PRINTERS' INK more than ten years ago a part of the law of Illinois are: the Advertising Council of the Chicago Association of Commerce; Women's Advertising Club of Chicago; Engineering Advertisers' Association, Chicago; Advertising Post No. 38 of the American Legion, Chicago; and the advertising clubs of Peoria, Joliet and Springfield.

The membership of these organizations exceed 3,000.

For many months there has been an undercurrent of feeling among Illinois business men whose interests are concerned with advertising and merchandising in favor of some stringent measure to curb dishonest and misleading advertising. In Chicago an organization called the Advertisers & Investors Protective Bureau, Inc., supported by newspapers and financial houses, has been at work for five years. The advertising club of Joliet, Ill., has scrutinized all local advertising closely and has had the backing of a city ordinance. In Peoria, the advertising club has made the best of the present Illinois law, which is commonly described as being "without teeth."

At its regular meeting on December 1, the Chicago Advertis-

ing Post of the American Legion passed a resolution favoring the enactment by the Illinois legislature of the PRINTERS' INK Model Statute. Two days later representatives of the clubs and associations already mentioned met in Chicago and formed the Illinois Advertising Clubs, a State-wide organization which will be the real motive force back of the movement in behalf of the statute. The officers chosen to lead this organization are: W. Frank McClure, Chicago, president; S. O. Blair, Peoria, vice-president; Charles J. Sheetz, Joliet, treasurer; and Minerva J. Agur, Chicago, secretary. The presidents of all the advertising clubs in Illinois will be members of the executive board.

On the same day that the Illinois Advertising Clubs was formed the Advertising Council of the Chicago Association of Commerce presented the PRINTERS' INK Model Statute at its regular meeting. W. Frank McClure read the statute, described the deficiency in the existing fraudulent advertising law of Illinois and asked for the Council's approval. The gathering, which numbered well over 2,000, endorsed the proposed statute and the plan to make it the law of Illinois unanimously by a rising vote.

One of the first activities to be undertaken by the Illinois Advertising Clubs as soon as the details of organization have been cleared up will be the formation of several new advertising clubs within the State. In other words, the plan is to lay the groundwork for an active and effective support for the bill once it has been introduced. The first convention of the new organization is to be held in Springfield, Ill., early in April, when it is expected that the PRINTERS' INK statute will have been formally enacted.

Work Demanding
MECHANICAL PERFECTION

CORN PRODUCTS REFINING COMPANY

"THE major portion of the work you have done for us has been process-color subjects; and we feel that Isaac Goldmann Company is excellently qualified to produce this character of printing. You have also maintained the same high standard in other work."

CORN PRODUCTS REFINING CO.

EXCELLENCE in workmanship and every modern mechanical contrivance keeps Goldmann high in the ranks of the producers of this ever-growing advertising medium.



ISAAC GOLDMANN COMPANY

EIGHTY LAFAYETTE STREET, NEW YORK CITY

Printers Since Eighteen Seventy Six

Telephone FRANKLIN 4520



VERSATILITY: "The ability to produce with equal facility work of widely varying character and requirements."

One of a series of advertisements on the Versatility of the Goldmann Plant

Dec. 11, 1924



Cluett Peabody & Company have street cars for more than twenty years

During that time they have grown from one of many manufacturers to dominant leadership of the industry.

Further, excepting monopolies, there is a very much higher percentage of demand for Arrow Collars than for any other trade marked product.

Various investigations have shown that an average of 84% of collar purchasers, both women and men, ask for an Arrow Collar by its style name.

Street Car advertising has always been, and is today, the backbone of the Cluett Peabody publicity—not only to deliver more and more favorable impressions *every day* for Arrow Collars, but to immediately create a specific demand for the latest style—as an example, their new Dart Collar for the Fall of 1924.

Follow the Arrow and you follow the style—follow the Arrow advertising and you follow twenty years of experience in gaining and holding dominant leadership.

STREET RAILWAYS ADVERTISING



ny have been advertising in the
than twenty consecutive years.

Cluett Peabody & Co. sell direct to the retailers, through their branch salesrooms in many important cities so they are always in a position to see how quickly Street Car advertising creates a demand for their new styles.

Occasionally, their car cards are placed in the cars of some city before the supply reaches the retailers. The demand created overnight for the new style is, of course, annoying in those cases, but it proves that Street Car advertising with its tremendous circulation, gives a quick response to new appeals.

The many millions of men and women who will see the new Dart Collar Street Car cards every day during its period of display would see your car cards just as frequently.

There are no naughty imps to interfere.

J. H. Barnard
—National Advertising Manager.

ADVERTISING COMPANY

PRINTERS' INK

Dec. 11, 1924



HARRY C
MICHAELS
COMPANY

Advertising

113 Lexington Ave
New York

How Sampling Is Effectively Used by E. R. Squibb & Sons

A Detailed Analysis of "Squibb Week" as a Gigantic Sampling Plan
That Intelligently Co-ordinates Sampling and Advertising

By Theodore Weicker

Vice-President, E. R. Squibb & Sons

[EDITORIAL NOTE: A human-interest story of the history and tradition of E. R. Squibb & Sons was given by Mr. Weicker before the recent annual meeting of the Association of National Advertisers at Atlantic City. Mr. Weicker told how the business of E. R. Squibb & Sons came into existence because of the demand of the United States Navy for a quality product; how the founder, Dr. Squibb, a naval surgeon, insisted upon quality, going so far as to pour any sub-standard product into the sewer rather than let it get on the market under any name.

When he had given this history of a company whose sole idea was quality, whatever the cost, he created a background of understanding for his address on "Squibb Week," which is reprinted below.]

WE lay no claim to having started anything when we conducted our first Squibb Week, but so far as we could learn "weeks" heretofore have been for two purposes: first of all as a sales drive to unload a vast amount of merchandise on the trade, and secondly, to attract the attention of the public, often without any real reason for either loading the dealer, or for expecting the public to be any more interested in the product during that particular "week," that the manufacturer was pleased to call his own, than during the other fifty-one weeks of the year.

To be sure, our idea of a "week" was to interest the druggist in Squibb products, but on a basis that would be of genuine profit to him. And our idea of a "week" so far as the consumer was concerned was to interest him in the superiority of Squibb Household Products, but again on the basis that it would be worth his while to take advantage of it.

We went to the druggist and told him of our plans to give a number of full-size tubes of Squibb's Dental Cream with each order of a certain amount. We

did not give these packages of dental cream to the druggist in lieu of the discounts which he was in the habit of receiving from us. We were more concerned in selling the druggist a merchandising idea. Then we said to the consumer, that if he would purchase a dollar's worth of Household Products during Squibb Week, he would receive free a full-size tube of dental cream, the retail price of which was 50 cents. In other words, we aimed to make it worth while to the consumer to purchase Squibb Household Products during that "week" by giving him a package of dental cream, which was equivalent to allowing him a discount of 50 per cent on his dollar purchase. And that discount was not coming out of the pocket of the druggist, but was being made good to the druggist by Squibb. However, it was necessary to ship the druggist's order, including the dental cream, ahead of Squibb Week, and although the shipments were marked for the "week," we found that many druggists—through some oversight, no doubt—had taken the dental cream given to them by us free of charge, to be passed on to their customers free, and placed it in stock. Accordingly we did not secure the effect we had planned of gaining dollar sales for drug-gists.

The following year we tried to overcome that difficulty by conducting Squibb Week on a little different basis. We knew of the mounting popularity of our dental cream, that it was a product of our line that people would most likely want to try. And it was one of the items that goes to the public at a 50-cent retail price. But this time, in order to impress

Dec. 11, 1924

upon the dealer that the dental cream was not intended for his stock, but was being given to him to be passed along to his customers with a dollar purchase of Household Products, we printed very boldly on the package the conditions under which the package was to be distributed. But even this did not have the desired effect, for we found instances where the clerk who unpacked the goods had taken these cartons with the words "Free during Squibb Week" printed on them, and put the dental cream in stock.

But we were not discouraged by these difficulties in carrying out a perfectly good plan. So this year we tried Squibb Week again, but on a still different basis—on a basis which has apparently solved all of the problems we encountered heretofore.

We reasoned that we had been talking Squibb Household Products to the public for the past three years, including the consistent advertising of them during 1924, so we said to the consumer: "You have been hearing about the quality of Squibb Products, and doubtless have had the desire to try them. Squibb Week is your opportunity to test their superiority at our expense. If you have not been using Squibb Household Products you will be glad to become acquainted with them. If you have been using them, then you will be glad to have this additional supply without charge." So we had prepared what is known as a "Squibb Week Package," in which we had placed trial-size packages of some of our better-known products—Bicarbonate of Soda, because that is one of our leaders; Analgesic Balm, because that is a good home remedy; Cold Cream, because it is a product with which the public is not so familiar as it is with others; Dental Cream, because of its particular appeal to every member of the family; a Special Tasteless Epsom Salt, because it is of universal interest. A folder descriptive of each product was also included in the package.

In other words, we planned to make the Squibb Week Package

the means of a great sampling campaign under the most favorable conditions. We do not believe in giving people something for nothing. We believe that by far the wisest plan is to ask the consumer to make an investment, no matter of how slight an amount, in order to gain his interest in the products given. Nor do we believe in sampling unknown products. We believe that there is great merit in sampling when properly done; we believe there is great merit in advertising, but that the greatest good comes from a combination of the two.

MODERATE QUOTAS SET

We maintain a statistical department, the business of which it is to know the sales possibilities of the druggists of the United States in all of those products that we manufacture, and so it was possible for that department to inform our sales managers as to the number of orders we would receive and the approximate size of the orders, so that we could determine quite accurately how many of our service packages would be required for distribution. That is to say, that following our policy of allowing each druggist a definite number of packages free with an order of a certain size, our statistical department could tell almost to a certainty just how many of these service packages should be prepared by the laboratories. After we knew the potentialities of the market, our sales managers then proceeded to set the quotas for their men. These quotas were not set so high as to be discouraging, but high enough to give the men an opportunity to exercise their abilities.

We endeavored to correct one of the greatest obstacles of all "weeks" and that was, that during a sales drive preceding a "week" a dealer is urged or is prone to buy an amount of goods which he cannot possibly sell during that "week," and consequently the goods remain on his shelves to incommode and worry the manufacturer and the dealer for many weeks to come. If, in order to



Do They Know You at the Junction?

YOU may have an overall factory ten stories high and four blocks long, but at best it can be visible for only a mile or so. The KING KARD Overall Company, of Philadelphia, believe their real point of contact is upon the *Main Streets* and *Railroad Avenues* of America.

Baltimore Enamel dealer signs have the enduring newness that is an inherent quality of well made porcelain. The glistening surface is fused into heavy sheet steel at 1800°. Permanent advertising!

Agencies and sales managers use them because their vivid colors attract more attention and because their furnace hardened surfaces are impervious to weather.

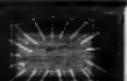
Write for prices.

The
Baltimore Enamel & Novelty Co.

Established 1896

Mt. Winans, Baltimore, Maryland

NEW YORK OFFICE, 200 FIFTH AVENUE

BALTO  **SIGNS**

PORCELAIN FUSED INTO STEEL

Dec. 11, 1924

move a large amount of merchandise for a special week, an extra discount be given, it simply means that your sales force has worked overtime to sell a large amount of goods within a certain period at a short profit to you, goods which the dealer will try to dispose of during the ensuing months, with a bad effect on your sales sheet.

I need not tell you that it does no good to anyone to move great quantities of goods from the manufacturer's plant to the jobber or to the retailer; such is merely doing your warehousing on their shelves rather than in your own plant. The important thing is to move the goods to the consumer, to get him to take them home and use them.

This year we made a special effort not to overstock any dealer. Our effort was to encourage the sale of our Household Products, not so much during Squibb Week, but after the "week," and so throughout the year.

Our first intention was to offer one of the Squibb Week Packages free with a dollar's worth of any kind of merchandise in the druggist's store, depending upon the sampling campaign, that this package constituted, to move for the druggist the goods which he purchased from us in order to secure the packages. It was also our aim to build up as many dollar sales for the druggist as possible—after the rather poor summer that many of them experienced on account of weather conditions, and the effect of the weather on soda and other departments of his business.

We finally decided to conduct the "week" as follows: With an order of a certain size, which was not unusually large, the druggist was given free a specified number of these Squibb Week Packages. These were furnished him with the understanding that he was to give them away free with the sale of a dollar's worth of any kind of merchandise in his store, which sale, however, must include *one* Squibb product. The product need not exceed 15 cents. In this way we were helping to sell Household Products during the "week," but what was of vastly

more importance, we were helping the druggist to sell everything else in his store, and doing it on a unit basis of a dollar sale. The only difficulty we experienced was, that our druggists wanted more Squibb packages than we could afford to give them with the size orders we had set. These packages cost us 30 cents apiece. So we made an additional proposal to the druggist in our endeavor to prevent him from overbuying: we offered to furnish him with a certain extra number of Squibb Week Packages, beyond the allotment covered by his order, at 10 cents apiece, which was one-third the actual cost to us. This would enable the druggist to take full part in the "week" by allowing his customers only a 10 per cent discount on a dollar unit sale, this discount being the amount that he paid us for the package.

SYMBOL TIED ALL ADVERTISING

Our advertising in the magazines and newspapers was, of course, most carefully co-ordinated with the plan just described. We originated a symbol, which was reproduced in the coupon of the advertisements, and also in the window displays which we furnished to every druggist who took part in Squibb Week, and therefore had a supply of packages to give to his customers with a dollar sale as I have outlined. These coupons were not necessary in order to secure a Squibb Week Package, but we knew of nothing which would so thoroughly impress upon the druggist the importance to him of Squibb Week, of which he had not—perhaps—seen the advantage to himself and his trade, than to have his customers come to him with a coupon, and he not having a "week" package in his store, see them go to his competitor across the street to satisfy their wants.

Another reason for placing the Squibb Week emblem on the coupon was that it would act as a reminder to the consumer, so that when he saw the window display he recognized that store as a place where the "week" package could be secured. Every retail

Since 1910
We have Specialized
in Motion Picture
Advertising



OURTEEN years of successful experience in motion picture advertising exclusively is a record that we do not believe is equalled in this field. There is something besides historic interest in this statement. In this period we have tried or seen tried every plan, scheme or stunt imaginable for all sorts of products. Some of them have succeeded. Some have failed. It goes without saying the reasons for either success or failure were added to our book of knowledge.

We make recommendations based on this experience. We know "it will work." We give you facts, not theory. Isn't this worth something to you?

EASTERN FILM CORPORATION

220 WEST 42nd ST., NEW YORK CITY

Telephone Chickering 2110

Established 1910

We have served several large advertisers continuously for over 14 years. "What they say"—sent on request.

Dec. 11, 1924

Command ALL of the Rhode Island Market

Manufacturers can get complete coverage of the Rhode Island market by advertising in The Providence Journal and The Evening Bulletin.

These newspapers go into practically every English-speaking home in the state. Many years of experience have convinced the public of the honesty of these publications and their readers receive the advertising messages they carry in a believing frame of mind.

Space in these newspapers, properly used, will produce results.

Circulation 101,000
Flat rate—23c. a line

Providence Journal Company
Providence, R. I.

Representatives

CHAS. H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO.
Los Angeles San Francisco

merchant knows that nothing attracts women buyers to his store like genuine bargains, and since most of the pharmaceutical products are purchased by women, we placed our advertisements in evening papers on the Friday immediately preceding Squibb Week; in the Sunday papers of the "week," and then again on the Wednesday during the "week," to remind the customer that time was passing and she would have to act quickly if she wished to take advantage of the offer.

The results of this year's Squibb Week campaign were highly satisfactory. Our statistical department estimated the potential market and it is interesting to note that we exceeded the quota set by our sales managers by 2 per cent, making 102 per cent of the quota given us. The orders secured this year over last year, that is to say, strictly Squibb Week orders, which involved the distribution of "week" packages, was 42 per cent greater than the orders for last year in dollar value, also in units and size of units. We have no way of estimating at this time just what the effect of the distribution of the Squibb Week sample packages will be, but we are confident that the packages which were included with actual purchases made in drug stores, by giving the druggist's customers an opportunity of knowing for themselves the superiority of our products, is sure to be beneficial. Certainly we have experienced no slump in the sales of Household Products since the "week," which shows that our sales force was careful to follow the instructions of their executives, that the trade must not be oversold.

In our campaign we—of course—used to full extent all of our advertising activities, making each one of the greatest value through co-ordination with other units. All of our magazine space has been black and white, but our October advertisements which featured Squibb Week, and which constituted in effect the climax of our year's work, were printed in four colors.

The weekly magazines carried

announcements of the "week." Squibb Week opened on a Saturday. Saturday was selected for the opening of Squibb Week because it is a marketing day, and because the druggists usually dress their windows on Friday.

Folders, telling of the offer were furnished to druggists for mailing to their customers, or for inclusion with packages. Display cards for both window and counter use were also furnished to druggists taking part in the "week."

All of these units, consisting of magazine and newspaper advertisements, store cards, circulars, reproductions of window displays and Week Packages, were placed in special and highly attractive portfolios for the use of our salesmen. Special order blanks for both goods and display material were also furnished to our men.

In conclusion may I say that we are quite thoroughly convinced that doing things differently and better, whether it has to do with a product, advertising, or a "week," can be of genuine benefit to the manufacturer, the dealer, and the consumer.

New Accounts for Denver Agency

The Redfeather Mountain Lakes Association, Denver, Colo., has appointed The Hower Advertising Agency Company, also of Denver, as its advertising counsel. Plans are being developed for the advertising of this resort during 1925. Newspapers and direct mail will be used.

The Poudre Canyon Park Association, Ft. Collins, Colo., also has placed its account with the Hower agency. A national campaign is planned for this account.

I. P. Thomas Heads Norristown "Register"

I. Powell Thomas, treasurer of the Norristown, Pa., *Register*, has been elected president, succeeding Gilbert S. Jones, who has resigned to devote his time to his real estate interests in Florida. David H. Mann has been made assistant treasurer.

McGraw-Hill Transfers

T. F. Mueller

T. F. Mueller, recently with the home office at New York of the McGraw-Hill Company, has been appointed district manager at Detroit of the *Electric Railway Journal* and *Bus Transportation*.

Hecker-Jones-Jewell Buys H-O Cereal

THE H-O Cereal Company, Inc., Buffalo, and the H-O Cereal Company of Canada, Ltd., have been purchased by the Hecker-Jones-Jewell Milling Company, and will be consolidated with the Hecker Cereal Company of New York. The Standard Milling Company, New York, is the holding company for the Hecker-Jones-Jewell Milling Company and also owner of the Hecker Cereal Company.

The consolidated H-O and Hecker Cereal companies together will form one of the largest cereal companies in this country, both from the standpoint of volume and the control of several nationally and internationally known brands of table cereals, which include H-O Oats, Hecker's Cream Oats, Wheat Flakes, Hecker's Cream Farina, Hecker's Pancake Flour, Presto self-raising Flour and Force, of Sunny Jim fame.

No definite announcement has been made of future plans and policies so far as distribution and advertising is concerned, but it can be said that there will be no changes in present policy of distribution methods so far as the trade and the public are concerned.

When the consolidation is complete, the executive and sales offices of the new company will be in Buffalo, and there will be branch offices in New York and other Eastern centres, on the Pacific Coast, in Canada and abroad. Machinery and equipment of the Hecker Cereal Company will be moved from New York to the H-O Mills in Buffalo.

The new members of the board of directors of the H-O Cereal Company, Inc., and the H-O Cereal Company of Canada, Ltd., are G. K. Morrow, president, Gold Dust Corporation; A. P. Walker, president, Standard Milling Company; Alfred Jaretzki, Sullivan & Cromwell, and F. L. Rodewald, all of New York, and Henry P. Werner of Buffalo.

No "Call Backs" in Selling Monuments

CAPITOL HILL MONUMENT COMPANY
DES MOINES, IOWA, Dec. 6, 1924.

Editor of PRINTERS' INK:

I read with a great deal of interest in the November 20 issue of PRINTERS' INK the article entitled, "I Don't Want Any Tombstone Ideas Among My Salesmen."

We have always labored under the impression out here that monuments can be merchandised the same as any other commodity and that we stand as an example of high-grade merchandising in the monumental field.

We are operating here, with forty-one salesmen on the road. We are spending more for advertising than all of our competitors in the State, combined, and without exaggerating, we could go further than that.

We train our salesmen to sell monuments the first call and not make four or five calls as outlined in this article by B. J. Williams, of the Paraffine Companies of San Francisco. We wish that it were possible for Mr. Williams to know our plan of operation, as we feel that his salesmen have a lesson to learn in watching our men close contracts on the first call. We have instructed our men for some time, that it is not profitable to call back in order to sell their commodity and that if a man has the right product and a good house back of it, and the right kind of sales talk, he will tell everything that he can about his product, in one interview and there is nothing left to call back for. In other words, we make it an exception and not a rule, on "call-backs."

We are well aware of the fact that it is a general assumption not only among outsiders in the monument field, but among the monument firms themselves, that it is necessary to work up a personal acquaintance before you can sell a monument. We have disapproved of this theory and built a good, rapidly-growing institution on selling them the first call.

CAPITOL HILL MONUMENT COMPANY,
CHARLES E. YODEN,
Sales Manager.

Newspaper Campaign for Guide Automobile Lamps

The Guidemotor Lamp Manufacturing Company, which recently established a jobbing sales division for the purpose of selling its line of electric automobile lamps and accessories to automobile wholesalers, plans an advertising campaign in newspapers shortly after January 1. Application has been made for registration of its trade-mark "Guide," which the company has used since 1910.

Chicago "Tribune" Appoints E. A. Phelps

E. A. Phelps has been appointed to direct the merchandising service of the Chicago Tribune.

The best proof possible



No better testimonial is needed of the remarkable pulling power of "Child Life" than the fact that seventy-six national advertisers, twenty-seven book publishers, fifty-nine toy manufacturers are advertising in "Child Life"—*consistently*.

You cannot afford to overlook the quality circulation of "Child Life" in planning your next year's advertising campaign. Let us send you our Christmas number. It will clearly demonstrate the wonderful value of "Child Life" as an advertising medium.

RAND McNALLY & COMPANY

Publishers

536 S. Clark Street

Chicago

CHILD LIFE

The Children's Own Magazine

Using Trade Advertising to Get Window Space

How a Dozen Prominent Advertisers Make Business-Paper Copy Secure More Window Showings for Their Merchandise

By E. B. Weiss

LAST spring, 2,775 stores held a "Linoleum Week," during which Armstrong Linoleum was prominently displayed in the window. That is an enviable record. It was not achieved by any single promotion effort. Personal salesmanship had a great deal to do with it. Various forms of printed promotion were employed. But, near the top of the list of factors responsible for the record, is business-paper advertising.

Armstrong is a consistent user of trade copy for the purpose of obtaining additional window displays. That doesn't mean that all Armstrong trade advertising is planned with this object in mind. But a considerable number of the company's trade insertions aim solely at stimulating window showings and the figure cited in the opening sentence is, in a measure, a criterion of what such advertising can accomplish.

Window displays must be pushed with the same persistent effort that is exerted in securing orders for the product itself. Inasmuch as business-paper advertising is such a tremendous aid in building distribution for merchandise, why should it not be equally as effective in broadening window display distribution?

This seems to sum up the reasoning of such successful advertisers as Armstrong, Pyrex, Bussmann, Esmond Mills, Benjamin Electric, Edison Lamp Works, United States Rubber Company, National Lead Company, Westinghouse, Congoleum and others. These manufacturers all devote part of their trade advertising schedule to window display copy and the fact that they continue doing so, with more or less regularity, is fairly conclusive evidence that this advertising is resultful.

A particularly valuable possibil-

ity of this type of advertising is its practicality in securing mass display. By mass display is meant a large number of showings, widely distributed and all placed in retail windows during an identical period. The approaching holidays offer an opportunity for development along this line.

PROMOTING HOLIDAY WINDOWS

The Pyrex Sales Division of the Corning Glass Works has this in mind in a number of advertisements appearing in the hardware trade papers and elsewhere. These advertisements make definite suggestions for Christmas displays. An illustration pictures a very simple display which any merchant can put in his window in a few minutes. The text convincingly explains why a display of Pyrex during the holiday season will be profitable to the dealer.

When a manufacturer concentrates his trade appeal in this fashion, there is every likelihood that he will broaden his distribution of displays and, at the same time, secure window showings during a concentrated period. This permits of an intensive drive through other mediums, which makes the window space doubly effective.

Nor is Christmas the only holiday that can be developed in this manner. The Thomas Day Company, retailer, with three branch stores in Pacific Coast towns, can tell manufacturers a thing or two about the possibilities which exist in this idea. This enterprising retail firm makes every effort to tie up its windows with not only Thanksgiving and Christmas but also Mother's Day, Boy's Week and other holidays. Hallowe'en is another day that manufacturers largely neglect, from the

A fair business profit (*much like your own*)

FIGURING prices is not a hit or miss proposition with us.

When a job enters our plant it is first carefully studied and the most economical plan of reproduction is selected. Its course through the plant from the layout room to the bindery is carefully followed and an accurate check of costs recorded.

From these figures the actual cost of production is totalled.

To this cost we then apply a fixed and definite profit—a fair business profit—much like the one which you extract from your own business. We sell for one price and there are no lower prices for equivalent quality.

Our list of customers and the length of time that we have served them is the surest indication of the fairness of our method.

NATIONAL PROCESS COMPANY, Inc.
218 West 40th Street, New York Penn 4600

Representation in Boston, Philadelphia and Pittsburgh

GIANT ADS

REG.
U. S.
PAT.
OFF.

Worth While?



Are the young people—boys and girls from 12 to 18 years old—in the desirable homes of the nation, a profitable advertising field to cultivate?

The answer, an emphatic "YES," is based on the experience and proved by the results received by a steadily growing advertising clientele.

A glance at the national boys' and young people's magazines will reveal the class and character of the advertisers who have found the rising generation decidedly worth while for immediate (and future) results.

More than half the available circulation in this profitable field is provided by the young folks in nearly a million homes where the improved and enlarged "TRIO" is read and enjoyed.

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

David C. Cook Publishing Company, Elgin, Illinois

WESLEY E. FARNILOE, Advertising Manager

Edward P. Boyce,
Ronald C. Campbell,
Sam Dennis,

95 Madison Ave., New York
326 W. Madison St., Chicago
Globe-Democrat Building, St. Louis

"Cook's WEEKLY TRIO: A MILLION BOYS AND GIRLS"

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

window display standpoint. It can be made the occasion for any number of ingeniously clever displays, which the ordinary dealer is only too glad to get.

No doubt this is why the Benjamin Electric Manufacturing Company featured, in its business-paper advertising, a special Thanksgiving window trim. The Esmond Mills are making a drive for Christmas window displays. In fact, as this is written, it is an easy matter to locate, in the business papers, several scores of manufacturers who are featuring the idea of a special display for the Christmas season.

Another use to which the trade press can be put, in connection with the promotion of window displays is illustrated by a current advertisement of Belding Bros. & Company. This advertiser had prepared a window display booklet, containing thoroughly worked out ideas for dealers. It wanted a wide distribution for this booklet, inasmuch as such a distribution would inevitably lead to a greater number of displays for the Belding line.

With this in mind, the following piece of copy was run:

Window Displays That Create Real Selling Events

Belding's have just prepared a helpful manual of window displays which will be of interest and value to every silk buyer and every display manager.

In addition to photographs of finished windows, the manual contains complete directions for preparing the backgrounds, fixtures, and drapes contained in them.

They are thoroughly practical windows designed by experts and are sure to attract favorable comment and draw trade to both large and small stores.

Copies of this manual may be obtained by silk buyers, upon request, from the Belding's branch office with which they do business.

There are a number of advertisers who could employ this plan. It has several very definite advantages. The most important, perhaps, is that it secures an exceptionally valuable distribution for the booklet. There is little waste. The booklet goes only to those who want it and who are most likely to adopt the display ideas it contains.

Then there is the possibility of framing trade copy so that it in-

duces retailers to make a tie-up between their windows and the manufacturer's consumer advertising. The Westinghouse Electric & Manufacturing Company works along this line. A recent double-page advertisement in electrical trade papers contained an illustration running across both pages which represented the window front of a typical electrical store. One-half of the window contains a grouping of electrical appliances. The other half pictures a man bending over, with only his hands and feet showing. In his hands is a magazine opened to a Westinghouse advertisement.

The text gives a list of the magazines in which Westinghouse advertisements are appearing. Dealers are then instructed to: "take one or all of these magazines opened to the Westinghouse advertisement and lay them in your Christmas window."

The Edison Lamp Works of the General Electric Company is developing the same idea but in a different manner. In its consumer advertising the company is featuring a drawing by Maxfield Parrish, which has been selected as the official emblem of the company's distributors. The general copy informs the public to "Buy your lamps where you see this sign." The company's trade advertising points out to dealers the benefits that will accrue to them if they hook up to this consumer campaign by placing the official emblem in their windows and using it in other ways throughout the store.

Another advertiser that is harping on this tie-up idea in its business-paper advertising is the U. S. Playing Card Company. One of this company's advertisements in general mediums illustrated an auction bridge problem. The title of this piece of copy was: "How would you play this dummy?" The company hit upon the interesting idea of suggesting to dealers that they put this same problem in their windows. The trade copy read in part:

Attract attention to your window by featuring this auction bridge problem.

Almost everybody who passes your

Dec. 11, 1924

store plays bridge or wants to learn how. Many of these people are now puzzling over just such problems as that pictured above.

Put this problem in your window and it will make passers-by stop long enough to see what it is all about. Incidentally you will be tying your store to our annual national advertising campaign.

Still another phase of the general plan of using trade space to further window display activities, and the phase most frequently used, is that of pointing out to dealers what other retailers are doing with their windows. There are unlimited possibilities in this direction for unusual copy and illustrative treatment.

Not long go, the Edison Lamp Works selected five retail stores and for one week, before installing new displays, kept accurate count of the lamp sales in each store. After this information had been compiled, attractive lamp window trims were put in. Then a count was again begun of weekly sales.

The final figures showed an average increase in sales of 56 per cent. The lowest gain was 37 per cent. The highest gain was 92 per cent. The company reporting this gain also showed a gain of 50 per cent in radio sales during the same period. That would seem to be fairly conclusive evidence that a display of one product, if properly conceived, will stimulate the sale of other articles carried in the store.

Facts of this sort make admirable business-paper copy. They permit the manufacturer to fill his trade advertisements with the sort of information which leads to requests for window trims and which also gets them into the window instead of into the basement.

The Congoleum Company uses fact copy. One Congoleum advertisement in trade papers featured a testimonial letter from a successful retailer. This letter mentioned that the dealer had kept a permanent Congoleum display in one of his front windows for two years. It also emphasized that: "the display attracts attention and draws many people to our hardware and implement store, who would not otherwise

come." These are facts which cannot fail to convince.

The manufacturers of Everfast wash fabrics also run occasional trade advertisements telling what various dealers have accomplished with Everfast window displays. The National Lead Company also does this. One National Lead advertisement told how J. R. Duncan, a Jeannette, Pa., hardware retailer, increased his Dutch Boy sales seven times in four years and then proceeded to make that record look insignificant by breaking records again. The copy proceeds: "Ask Mr. Duncan if he 'carries' Dutch Boy white-lead in stock and he'll quickly reply, 'I sell it!' His attractive Dutch Boy windows tell you that."

This advertisement contained a picture of Mr. Duncan's store front. Under the picture is the caption: "Good window display is one of the methods Mr. J. R. Duncan employs for attracting more white-lead sales."

Related to this plan of quoting figures to secure window showings, is the plan of picturing in the trade advertising displays which have been successfully used by various enterprising retailers. The number of advertisements which can be based on this thought is limited only by the number of effective photographs of profitable displays that are obtainable. The Rosemary Manufacturing Company, through James L. Wilson & Company, its selling agents, has developed this plan.

One of this company's recent advertisements carries the heading: "Tell 'em and Sell 'em with Rosemary-Basco Window Displays." There is a large size picture of a display installed in a Baltimore store and then the text: "Window displays provide a splendid method of creating interest in Rosemary-Basco. Above is a photograph of one of the windows of the A. Eisenberg Company, of Baltimore. It was taken during their recent Rosemary-Basco sale. A window display with a wallop we would call it."

Reference has already been made to the use the Corning Glass

*The Burroughs
Clearing House*

DECEMBER * 1924

50,000 COPIES



Have you sufficiently considered the banker as a powerful force in your business—in his relations with your dealers and in his attitude toward the distribution of your product?

The bankers of America can do a great deal to help increase your sales. Use The Burroughs Clearing House which reaches at least one senior officer in every bank in the United States and Canada. It's an interesting story. May we tell you more of the details?

Y-TWO
TTERS

*The Burroughs
Clearing House*

Second Boulevard

Detroit, Michigan

Published monthly by the Burroughs Adding Machine Company

Dec. 11, 1924

Works makes of business papers for the purpose of getting more window space. It is fitting to mention them again, though, because at least one Pyrex advertisement develops this idea in a manner that seems to be entirely original. The following text is self-explanatory:

A fresh window is the life of a store.
How about your Pyrex display?

Displays often become soiled, damaged, and unsightly even with the best of care.

We want every Pyrex dealer to have always a fresh, attractive, Pyrex display. If yours has become a little shop worn, or if you have never had this rather remarkable display, now is the time to register a request—no charge, and all carriage costs prepaid.

There is a great deal to recommend the policy of using trade space to secure window display space. Not the least of these is the intense rivalry, common in most industries, for the limited space available back of the retail store's plate glass. Most retailers receive far more window displays than they could possibly use even though they changed their displays several times weekly—which very few do. They are offered a great many more. Add the two together and you have a neat little problem which business-paper advertising can help very materially in solving.

Asks Registration of Chrome Ore Trade-Mark

E. J. Lavino and Company, Philadelphia, has made application for registration of the trade-mark, "Imperial", which it has used on chrome ore since 1908. The company's advertising is confined to trade journals and is handled by the R. E. Lovekin Corporation, also of Philadelphia.

Acquires Control of Dudley Printing Company

B. Roy Dudley has resigned as vice-president of the Grace Street Bank and Trust Company, Richmond, Va., to devote his entire time to the Dudley Printing Company, in which he recently acquired a controlling interest.

C. G. Setterberg Joins Burleigh Withers

Carl G. Setterberg has joined the staff of the Burleigh Withers Company, advertising illustrator, Chicago.

R. A. Johnstone Heads Agate Club

Roger A. Johnstone, Western manager of *Modern Priscilla*, Boston, was elected president of the Agate Club, Chicago, an organization of Western representatives of publications having a general circulation, at the annual meeting of the club which was held on December 5.

Other officers elected for the coming year are: Vice-president, Layton L. Northrup, Wheeler & Northrup; secretary, Fred Klaner, Macy & Klaner; assistant secretary, Joseph J. Barnett, Western manager, *Cosmopolitan*, and treasurer, Richard C. Chapeck, *McCall's Magazine*. The Agate Club is planning to expand its activities during 1925, holding semi-monthly instead of monthly meetings and to enlarge its membership.

Buys Controlling Interest in Kings Advertising Agency

I. Dorfman has obtained a controlling interest in the Kings Advertising Agency, New York, with which he has become actively associated. For the last two years he has been advertising manager of L. W. Sweet, Inc., and The Finlay-Straus Company, mail-order jewelers, New York. He was at one time with the New York office of Lord & Thomas.

Staff Changes in Brown & Sharpe Company

William A. Viall and Henry Baker, secretary and sales manager, respectively, of the Brown & Sharpe Manufacturing Company, Providence, R. I., have been elected vice-presidents of that organization. Paul C. DeWolf was also elected a vice-president. Henry D. Sharpe continues as president and treasurer. John A. Cave was elected secretary.

Osborn Company Advances C. W. Titgemeyer

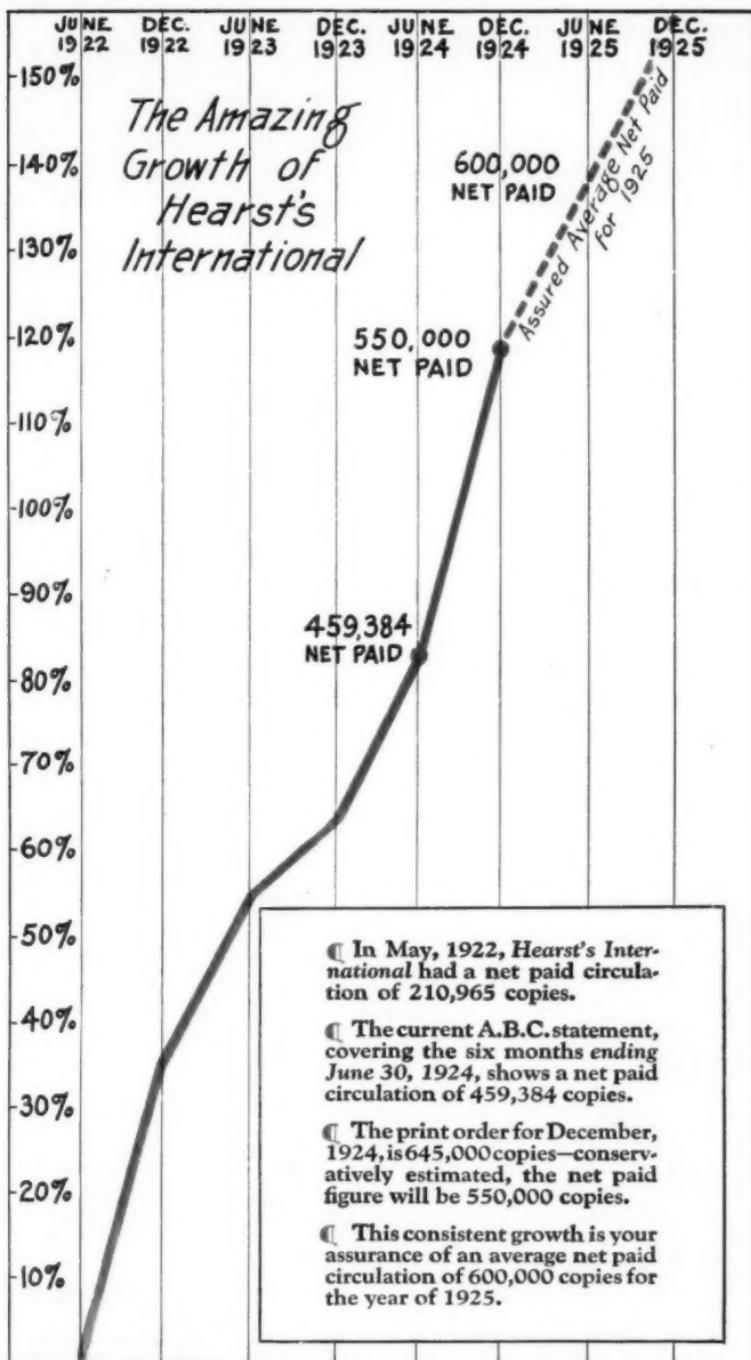
C. W. Titgemeyer, for several years central district sales manager of The Osborn Manufacturing Company, Inc., Cleveland, has been appointed general sales manager of its Osborn brush division.

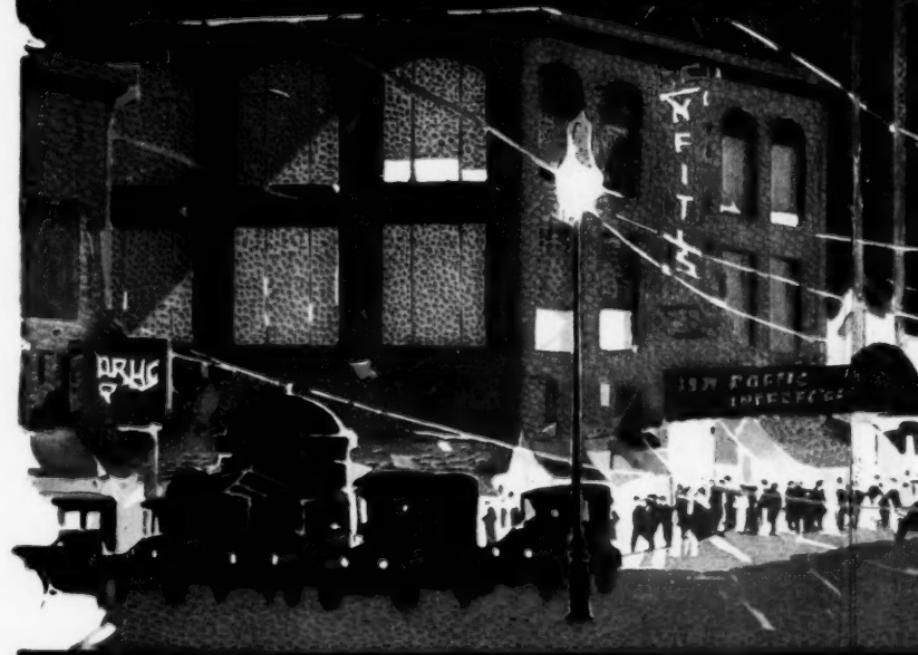
"Druggists' Weekly" to Change Name

Druggists' Weekly, published by The MacLean Publishing Co., Ltd., Toronto, will appear as *Drug Merchandising* beginning with the January 7 issue. It will be issued fortnightly from that date.

Becomes Martin Advertising Agency

The Martin Advertising Company, New York, has changed its name to the Martin Advertising Agency. No change in personnel is involved.





THE New York Market with its nine million population, twenty-five thousand grocery and five thousand drug outlets, offers an advertiser a greater return for every dollar invested, than is possible in any other market in America.

The O.J. Gude
550 WEST 57th ST.
Outdoor Advertising
Chicago Atlanta Richmond Akron
Cincinnati Pittsburgh St. Louis San Fran



J. Gude Co., N.Y.

EST 57th STREET

vertising Everywhere

Cleveland Akron Philadelphia Wilmington
Louis San Francisco London, England

IF your campaign includes Illuminated Painted Highspots, you secure Dominance every Day in the Market Place of the Nation. If your campaign does not include this medium for 1925, we should welcome the opportunity to present a definite plan.

A Market—

peculiarly appreciative and responsive to the appeal of better things—is afforded the manufacturer of merchandise entering into the construction-decoration—furnishing—or equipping of better-class homes, through COLOR INSERT PAGES or AQUATONE PROCESS INSERTS in

**THE
CLASS GROUP**

ARCHITECTURE

ARTS & DECORATION

COUNTRY LIFE

GARDEN MAGAZINE
& HOME BUILDER

HOUSE BEAUTIFUL

Walter L. Walling Inc.

565 Fifth Avenue New York

Boston Office, 194 BOYLSTON STREET
Travers D. Carman, Mgr.

Must Sales Managers Learn a New Language?

The President, Production Chief and Board of Directors Speak a Different Tongue Which Sales Managers Must Master

By George W. Hopkins

Vice-President, Charles W. Hoyt Company, Inc.

SALES managers talk a different language from the language used by financial and production chiefs. This language is just as novel, when talked to a financial or production man, as the language of radio was to all of us when it started some two or three years ago.

Coming in on the suburban train or meeting people in public places, you heard such words as "Leak in my Grid," "Tuned Radio Frequency," "Transformers," "Static," "Super - Heterodyne," "Capacity Effect," "Squeals," "Regeneration," and you wondered what it was all about. Schools didn't teach the language and a dictionary gave definitions that apparently did not have the meaning intended by the party using them. We woke up to the fact that a new language had been born almost overnight and to be able to talk in polite society it was necessary to enlarge our vocabulary.

As a sales manager do you analyze your everyday language, particularly that used when talking to a salesman? Select the principal words you employ, define the meaning you have applied to these words, then look in the dictionary and see what a different meaning those words have as compared to their usage in sales language. Is it any wonder that boards of directors and presidents of a company when they call you in to a conference, fail to understand the point of your argument? How can they be expected to when you talk to them in a language peculiarly your own?

Yet there is no more important mission for any sales manager than to be able to present to his board of directors or to his presi-

dent the problems and results of merchandising in a way that will be thoroughly understood by these officers. This cannot always be accomplished when they have yet to learn the sales language.

It is up to us, as sales managers, to learn the language of our superior officers, particularly if we expect to get our message across to them and get action. You may be sure that the financial and production men will not take the time to learn your language. They have been in the saddle too long, they have been able to understand each other too long to feel the necessity of learning another language. The production man is able to talk to the financial man because he talks in facts and figures.

Why doesn't the sales manager speak a similar language? I do not mean, in any sense, that sales problems can be reduced entirely to facts and figures. If it were not for the inspiration that comes from contacting in sales, and if it were not for the human relation that requires something beyond facts and figures, there would not be the fascination to selling that there is.

Be that as it may, the story that you present to your board of directors and to your president can be reduced to facts and figures in more cases than you perhaps have realized. Take the first problem that comes to you that you are going to present to your president for his consideration. Study how this can be reduced to figures so that it will read like a balance sheet.

The president is accustomed to reading a balance sheet. The production man is used to reading formulas. The thing that you

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want to be mighty sure of is that your figures balance. You will surprise yourself, as you look into this, to see how much clearer your proposition can be made when it is reduced to facts and figures.

When talking to your salesmen you can use the inspiration, the value of human relations and all that goes with the art of selling. But when you present your problem to the financial or production head forget all of this and let it rest on cold facts and figures.

You may say that you talk a language they should understand. This may be true but perhaps it does not go far enough.

The story is told of the difference between a man and a woman who binds a towel around his or her head and calls for a pail of water. For the woman, this means the beginning of a hard day's work. In the case of a man who calls for a towel to be bound around his head and a pail of water it means the end of a hard night.

Statements made to your president should be made in a language that does not have two meanings. We must kill the idea possessed by many financial and production men that, as sales managers and salesmen, we talk a language that requires 50 per cent discount to get the real facts.

There never was a time when opportunity knocked louder at the door of sales managers than at the present time. Production and finance are well taken care of. We have anywhere from 15 to 30 per cent more production capacity than we can utilize. Money for legitimate business is available to anybody that has the right kind of a proposition and a quality article. Everybody is looking to sales.

The entire attention of the financial end of the business and of the production end of the business is focused on the sales manager and what he is able to accomplish. For the first time they are beginning to realize that the sales problem requires a *he*

man, that the problems of the sales department are serious and require brain power as well as foot power. Presidents are beginning to get acquainted with sales managers who were simply a figure of speech in the past. Sales managers are being brought into the conference when financial and production matters are brought up for discussion and are found to be men of balance and judgment.

That is why it is so important for them to take results, put them in the language of the president or board of directors and talk them to their superiors.

Make your facts balance, your statements prove and use words of only one meaning and 100 per cent value.

This, after all, is easier than learning Latin or French. It is the language of business, the language we should know in all its idioms. It is a language that does not include such terms as "sales contacts," "buyer's psychology," "accumulated good-will" and so on. It is a different tongue, but one which sales managers will find it profitable to master.

Coca-Cola Reports Sales Gain

The Coca-Cola Company, Atlanta, Ga., for the first nine months of the current year reports gross receipts of \$20,187,214, as compared with \$19,762,518 in the same period of 1923; \$16,861,866 in the 1922 period, and \$23,483,348 in the 1921 period. Manufacturing and general expense for the nine-month period of 1924 is given as \$14,569,071, against \$15,073,532 last year; \$10,544,428 the previous year, and \$19,653,510 in the same period of 1921. Net income before Federal taxes in the 1924 period is reported as \$5,551,958. This compares with \$4,635,604 last year; \$6,185,808 in the 1922 period, and \$3,196,606 in the corresponding period of 1921.

Sleeper Radio Account with Kastor Agency

The advertising account of the Sleeper Radio Corporation, Long Island City, N. Y., has been placed with the New York office of the H. W. Kastor & Sons Company, Inc., advertising agency. Plans are being made for a campaign which will begin shortly after January 1. Newspapers, magazines and direct mail will be used.



Don't say "It can't be done!"

The reason why those more than 600,000 *Modern Priscilla* enthusiasts represent a buying power out of all proportion to their number is this—

They have learned—through *Priscilla's* teaching—to stretch the dollars some women find so inelastic.

They save servants' wages by investing in electrical equipment. Their food budgets buy things a wasteful woman couldn't afford. Their skilful needles stretch clothes dollars and house furnishing dollars.

With the same incomes as their less expert sisters they can buy more and better things for their homes and families because *Priscilla* has taught them to "cut the overhead" by scientific home management.

Modern Priscilla's circulation is relatively small—the buy-ability of its readers is enormous. And since rates are based on circulation, *Priscilla* can help you stretch your advertising dollars.

MODERN PRISCILLA

The Trade Paper of the Home

New York

BOSTON

Chicago

Why Use an Advertising Agency?

What an Advertising Agency Can Offer a Manufacturer Who Has a Highly Organized Advertising Department

CHICAGO, ILL.

Editor of PRINTERS' INK:

Can you help us out again? We are anxious to get hold of a list of articles that have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY on the service which an advertising agency can render to a client even though the client maintains a very highly organized advertising department of its own.

In other words, we would like to show a certain client of ours somebody else's opinions on the matter. Naturally, we have strong convictions of our own, but rather feel that an outsider's words will carry more weight.

Quite obviously, we do not want our name to appear in the magazine, although if you want to publish this letter and leave the signature off, we would certainly be glad to get the opinion of your readers.

WHAT'S the idea of an advertising agency? Isn't the agency a magnet that seeks to attract to itself all knowledge, information and experience concerning advertising?

Doesn't a manufacturer of shoes attempt to do likewise on shoes?

Then the next step is for both to sell that information in the form of service to all who need it. The agency and the shoe manufacturer are, in a sense, co-operative associations for the buyers of their services. The advertising agent couldn't afford a pair of Johnston & Murphy shoes, if that company made shoes only for him. Likewise Johnston & Murphy couldn't get the services of an agency existing solely for them.

The manufacturer keeps abreast of all that has to do with the making and selling of his product. The agency adds constantly to its knowledge of the use and technique of advertising. Both must do so or they drop out of the procession.

There's the philosophy back of the answer to the question our correspondent raises. His job now is to take the most complete outline of what an advertising agency can do and match that

chart against a chart of what his particular advertiser can do alone. Of course we have already shown that if this manufacturer is a good one he is concentrating on learning how to make a better product and how to sell it. He isn't starting out at the expense of his business to learn the technique of advertising any more than he is to learn the intricacies of law.

We have come across the very chart that our correspondent wants. It is made by advertising agents themselves. A large number of them, through the American Association of Advertising Agencies, have been able to agree definitely on the service an advertising agency should offer. We reproduce the chart with the advice that it be used as we have suggested.

"Agency service consists of interpreting to the public or to that part of it which it is desired to reach, the advantages of a product or service.

"Interpreting to the public the advantages of a product or service is based upon:

"(1) A study of the product or service in order to determine the advantages and disadvantages inherent in the product itself, and in its relation to competition.

"(2) An analysis of the present and potential market for which the product or service is adapted:

"As to location

"As to extent of possible sale

"As to season

"As to trade and economic conditions

"As to nature and amount of competition.

"(3) A knowledge of the factors of distribution and sales and their methods of operation.

"(4) A knowledge of all the available mediums and means which can profitably be used to carry the interpretation of the product or service to consumer,

Iowa's Annual Income from Crops, Industry, Livestock, Poultry, Dairy Products and Coal Alone Is Over \$1,876,000,000.00

2,404,000

Intelligent Buyers

with a Per Capita Wealth of

\$3,539.00

Imagine such a market! A market where there are enough automobiles to put four persons in each car and take the entire population for an afternoon drive. That's IOWA.

From the 1924 agricultural crop alone, Iowans will have ten per cent more to spend in 1925 than they did in 1924.

One telephone for every five persons.

Iowa is first among all other states in per capita wealth. Value of corn, oats, hogs, horses, poultry and eggs; value of farm lands and buildings; total value of farm products; combined value of livestock; total value of farm property; percentage of farm land improved; number of automobiles on farms; low illiteracy, farms equipped with telephones.

Where Every Family Takes a Daily Newspaper. The fact that Iowans consider Iowa daily newspapers as an indispensable necessity of their daily lives is proved by the fact that the combined circulation of the Iowa Daily Press Association is 577,231, and there are only 550,000 families in the state.

Pledged co-operation from each of the 31 publishers, and help from all local distributors is the service that goes with the 577,231 circulation at a cost of \$1.82 per agate line.

Send for
NEW 1925
B O O K

The FREE 1925 Iowa Book has just been completed and contains new and interesting information about the rich Iowa Market. Send for it to-day.

THE IOWA DAILY PRESS ASSOCIATION

Ames Tribune	Pt. Madison Democrat
Atlantic News-Telegraph	Iowa City Press Citizen
Boone News-Republican	Keokuk Gate City
Burlington Hawk-Eye	Marshalltown Times Republican
Burlington Gazette	Mason City Globe-Gazette
Cedar Rapids Gazette	Muscatine Journal
Centerville Iowegian & Citizen	Newton News
Council Bluffs Nonpareil	Oelwein Register
Davenport Democrat	Oskaloosa Herald
Davenport Times	Ottumwa Courier
Des Moines Capital	Sioux City Journal
Des Moines Register and Tribune-News	Sioux City Tribune
Dubuque Telegraph-Herald	Washington Journal
Dubuque Times-Journal	Waterloo Courier
Pt. Dodge Messenger and Chronicle	Waterloo Tribune
Webster City Freeman Journal	

IOWA

Where Every Family Takes a Daily Newspaper



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is the folding coated paper preferred by big advertisers

LOOK where you will—in any line of selling—and you will find that *Foldwell Coated Paper* carries the important printed messages of leaders in each line. The testimonial evidence we have presented in this publication during the year shows how extensively Foldwell is used for direct advertising literature where strength plus fine printing surface is necessary. Profit by the experience of the country's foremost advertisers. Use Foldwell for your important printed pieces.

CHICAGO PAPER COMPANY, Manufacturers
801 SOUTH WELLS STREET CHICAGO
NATIONALLY DISTRIBUTED

*Coated Book · Coated Cover · Coated Writing
Dull Coat · Split-Color*

FACTS: There are many different brands of coated paper but there is only one Foldwell—the ORIGINAL. Do not be confused by similar sounding names.

wholesaler, dealer, contractor or other factor.

"This knowledge covers:

"Character

"Influence

"Circulation (a) Quantity,

(b) Quality, (c) Location

"Physical Requirements

"Costs.

"Acting on the study analysis and knowledge as explained in the preceding paragraphs, recommendations are made and the following procedure ensues:

"(5) Formulation of a definite plan.

"(6) Execution of this plan:

"(a) Writing, designing, illustrating of advertisements or other appropriate forms of the message.

"(b) Contracting for the space or other means of advertising.

"(c) The proper incorporation of the message in mechanical form and forwarding it with proper instructions for the fulfilment of the contract.

"(d) Checking and verifying of insertions, display or other means used.

"(e) The auditing, billing and paying for the service, space and preparation.

"(7) Co-operation with the sales work, to insure the greatest effect from advertising.

"A realization that the publishers, advertisers, and the various owners of space and materials have the right to demand such a service, will bring a realization of the obligations entailed by any organization undertaking to perform such work.

"The necessity of meeting these obligations, if the agency would succeed and not be misled into undertaking more than could reasonably be expected to be accomplished, will automatically be impressed when the requirements are known.

"The more clearly the nature of the work is defined, and the more generally it is understood among those on whom we must depend for our business, the more quickly will those who are not disposed

to live up to their obligations be forced out of the business; the more, also, we will support, encourage and develop those who are disposed to live up to their obligations, and the more we can help them to do so."—[Ed. PRINTERS' INK.]

El Paso "Herald" Appointments

H. H. Fris, circulation manager of the El Paso, Tex., *Herald*, has been appointed acting sales director of a reorganized department which includes display and classified advertising and circulation sales. C. C. Gibson, auditor, has been appointed acting service director in charge of a department controlling advertising and circulation service, office management and auditing.

Hunt-Helm-Ferris Marketing a "Skeeboggan"

Hunt-Helm-Ferris & Company, Harvard, Ill., manufacturers of Star barn equipment, are using national magazine advertising and direct-mail to dealers in marketing a new winter toy, the "Skeeboggan." "The result of the sales to date has been very gratifying," the company informs PRINTERS' INK. A larger campaign is contemplated next year.

Insurance Agents Appoint Andrew Cone Agency

Lindley & Gross, Newark, N. J., Eastern district representatives of the North American Accident Insurance Company, Chicago, have placed their advertising account with the Andrew Cone General Advertising Agency, New York. Mail-order publications and magazines are to be used.

Central Tourists Bureau Starting New Campaign

The Central Tourists Bureau, Asheville, N. C., is starting a new advertising campaign. Plans call for the use of Eastern and Western newspapers and magazines. This campaign will be directed by Tuttle, advertising agency, Greensboro, N. C.

G. H. E. Hawkins Joins Brandt Agency

G. H. E. Hawkins, formerly with Critchfield & Company, Chicago, advertising agency, has joined The Brandt Advertising Company, of that city, as copy and art director.

Philip H. Kehlmann Dead

Philip H. Kehlmann, secretary of the L. Kehlmann Company, printing, New York, died at his home in that city recently. He was 31 years old.

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November Chain Store Sales Show Increases

F. W. WOOLWORTH & CO. report total sales for November of \$19,371,122, as compared with \$17,284,948 in November of last year, an increase of \$2,086,174, or 12.07 per cent. Sales for the first eleven months of the current year are given as \$180,474,315, against \$160,810,911, a gain of \$19,663,403, or 12.23 per cent. In November, old stores were credited with \$1,104,800, or 6.39 per cent of the gain. During the eleven months old stores accounted for \$11,395,848 of the gain, an increase of 7.09 per cent for these stores.

The S. S. Kresge Company reports November sales of \$8,252,174, as compared with \$7,507,746 for the corresponding month a year ago, an increase of \$744,428, or 9.91 per cent. Sales for the first eleven months amounted to \$75,503,096, against \$68,773,270 in the same period of 1923, an increase of \$6,729,826, or 9.78 per cent.

The McCrory Stores Corporation reports gross sales for November amounting to \$2,244,145, against \$1,827,734, for the corresponding month a year ago, an increase of \$416,611, or 22.7 per cent. For the eleven-month period sales totaled \$20,941,306, against \$17,789,203 for the 1923 corresponding period, an increase of \$3,152,103, or 17.7 per cent.

S. H. Kress & Company, for November, report gross sales in amount of \$3,427,429, as compared with \$2,768,977 in November, 1923, an increase of \$658,452. Gross sales for the first eleven months of the current year are given as \$32,957,105, against \$28,043,134 in the same period of last year, an increase of \$4,913,971.

The J. C. Penney Company, Inc., for November reports gross sales of \$9,274,805, as compared with \$7,196,263 for November, 1923, a gain of \$2,078,541, or 28.88 per cent. For the eleven months ending with November 30, the

company reports gross sales of \$64,279,951, against \$53,714,296 for the same period of last year, an increase of \$10,565,654, or 19.67 per cent. November sales were the largest for any single month in the company's history.

The F. & W. Grand 5-10-25 Cent Stores, Inc., report gross sales of \$593,395, against \$517,142 for November of last year, a gain of \$76,253, or 14.7 per cent. For the first eleven months of 1924, gross sales are given as \$5,411,777, against \$4,408,525 for the 1923 period, a gain of \$1,003,252, or 22.7 per cent. With the opening of a store at Elmira, N. Y., last week, the company now has twenty-eight stores in operation, as compared with twenty-three a year ago.

The W. T. Grant Company, department stores, reports November sales of \$2,709,592, as compared with \$2,052,284 for November, 1923, an increase of \$657,307, or 32 per cent. For the first ten months of 1924, gross sales totaled \$20,211,617, against \$16,663,077, a gain of \$3,584,548, or 31.29 per cent over that period in 1923.

The G. R. Kinney Company, Inc., retail shoe stores, reports November sales of \$1,583,827, against \$1,326,263 for November, 1923, an increase of \$257,564, or 19.42 per cent. Sales for the eleven-month period total \$14,173,371, as compared with \$12,192,003 in the corresponding period of last year, an increase of \$1,981,368, or 16.25 per cent.

The Hartman Corporation, for November, reports sales of \$1,829,580, compared with \$1,796,456 in the same month of last year, an increase of \$33,124, or 1.8 per cent. For the first eleven months of the current year, sales were given as \$17,754,545, compared with \$16,466,937 in the 1923 period, an increase of \$1,287,608, or 7.8 per cent.

Appoint American Press Association

The American Press Association, publishers' representative, New York, has been appointed national representative of the Wynne, Ark., *Star*, Anthony, Kans., *Bulletin*, Wilson, Okla., *Post*, and the Pottstown, Pa., *Blade*.



LIST OF MEMBERS

Ad Service Company
 Advertising Agencies' Service Company
 The Adverttype Company, Inc.
 E. M. Diamant Typographic Service
 Frost Brothers
 David Gildea & Co., Inc.
 Montague Lee Co.
 Frederic Nelson Phillips, Inc.
 Supreme Ad Service
 Tri-Arts Press, Inc.
 Typographic Service Co. of N. Y., Inc.
 The Woodrow Press, Inc.

OUR DAILY PURPOSE, as established typographers, is to produce good typography, by scrupulous regard for the numberless details of our craft, and by ever increasing familiarity with the typeward side of our clients' business.

We strive always to make it very easy and pleasant for prospective consumers to read your advertising, even as you, may we assume, now read this with interest and ease. For such is the purpose of good typography.

Any member of this group will apply to your type problem all the enthusiasm and creative knowledge of the true craftsman that he is.

Have you ever seen typographers at work? Members of the New York Group will esteem it an honor to show you their work-rooms. Merely telephone.

NEW YORK GROUP OF
**Advertising Typographers
 of America**

461 EIGHTH AVENUE, NEW YORK

Making a Slow-Moving Staple Hustle

How the Morton Salt Company Imparts Sales Vigor to the Most Staple of Staples.

By Dana Hubbard

MANY manufacturers would rub their eyes in sheer amazement if they knew of some of the queer uses to which their products are put after they leave the retailer. They would wonder with surprise, pleasure and frank amusement in a number of cases. Sometimes they might be chagrinned or embarrassed at the manner in which purchasers press their products into service.

Some years ago an advertiser who had been actively pushing a cleaning powder for general household use found himself perplexed. His powder, although an efficient aid in scrubbing pots, kettles and kitchen floors, was rather hard on a person's hands. For that reason women preferred to use it with a dish mop or to wear rubber gloves to prevent contact with the skin.

Knowing this, the manufacturer was a little taken aback on learning one day that an enterprising barber had been using his powder as a shampoo. His shop, it developed, was situated near a number of cement plants. The workers in these plants, who patronized his shop, complained often that small particles of cement got into their hair and stuck there. Ordinary shampooing soaps fell down on the job so badly that he decided to try out the same powder that he used for general cleaning purposes around the shop. Sprinkling a little of it over the scalp of the next cement worker who called for a shampoo he began his experiment. It did the trick neatly.

So successful was the initial experiment that he tried it again and again. Customers appeared to like it (at least no one complained) and so far as he could see there were no harmful re-

sults, he told the manufacturer. The latter, however, shuddered. In spite of the barber's assurance and his own natural desires to see the market for his product ever widening he had some qualms about capitalizing this new use.

While this incident may be regarded as extreme rather than typical, it does serve to lend emphasis to a fact of real merchandising and advertising significance. Until a manufacturer has analyzed his product and investigated very thoroughly the uses to which it is being put he is handicapping himself tremendously. He is selling in a market hedged in by his own ignorance. When his salesmen urge dealers to push the product for three or four specific reasons and there are other definite uses overlooked or undiscovered the true potential of the business remains a far-off goal.

NEW USES FOR ANCIENT PRODUCT

The Morton Salt Company, of Chicago in the last few years has given a great deal of attention to discovering and advertising to consumers new uses for salt. What this company has really done is to show consumers in a helpful way how to use salt for a growing variety of purposes. Doing this successfully means a greater consumption of salt and consequently greater sales. The Morton advertising, too, some of it directed at consumers and some at the trade, has proved a big factor in keeping the saleability of Morton salt constantly before both jobbers and retailers, the value of which is plain when one remembers that salt is apt to be thought of as a staple, slow moving and extremely difficult to stimulate.

Starting in with the realization,

Announcing a Million Circulation

with the January issue 1926

Steady Growth—

Because the Fiction and departments are unusually interesting and helpful to the Small Town Family

People's Popular Monthly

Des Moines, Iowa

Carl C. Proper
Editor

Graham Stewart
Advertising Director

The Syracuse Herald

**Leads all other Syracuse newspapers
during the first ten months of 1924**

LOCAL ADVERTISING

The Herald leads the 2nd paper by 2,430,743 lines

"	"	"	3rd	"	"	1,560,433	"
"	"	"	4th	"	"	3,984,806	"

NATIONAL ADVERTISING

The Herald leads the 2nd paper by 193,018 lines

"	"	"	3rd	"	"	399,532	"
"	"	"	4th	"	"	950,824	"

AUTOMOBILE ADVERTISING

The Herald leads the 2nd paper by 179,410 lines

"	"	"	3rd	"	"	340,235	"
"	"	"	4th	"	"	481,691	"

TOTAL ADVERTISING

The Herald leads the 2nd paper by 2,803,171 lines

"	"	"	3rd	"	"	2,300,200	"
"	"	"	4th	"	"	5,417,321	"

**The Herald is recognized by local and national
advertisers as the best advertising medium in
Syracuse.**

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue
New York

Globe Building
Boston

Steger Building
Chicago

507 Montgomery St.
San Francisco, California

514 Leary Building
Seattle, Washington

San Fernando Building
Los Angeles, California

years ago, that salt was one of the taken-for-granted products of the grocery field, the company laid its plans to differentiate Morton's salt from others in the minds of consumers. The slogan "When It Rains—It Pours" capitalized one characteristic which the company has never allowed the public to forget. For the last ten years at least, this slogan has been part of every Morton advertisement, and with it as a basis several "serial" campaigns have been built.

The Morton people found some years ago when they conceived the plan of finding out and listing the practical uses of salt in the household that a rather weighty little volume could be written on the subject. The company knew that salt played an important part in many industrial fields, but for advertising purposes it was necessary to stick to uses which could be made a part of everyday home life. The first step was to compile a booklet of suggestions for the use of salt in the home, some of them new to all housekeepers and many of them unknown to the great majority of women. This booklet took salt out of the kitchen and found a place for it in the laundry, in the garden, in the family medicine chest and even in the nursery as a plaything for children when made into strings of beads.

A NEW KIND OF SALT

Not long ago the State Board of Health of Michigan asked the Morton Salt Company to add a small quantity of iodine to its salt as a means of preventing goitre. Physicians had determined that one of the simplest ways of giving iodine treatments to the thyroid gland consisted of mixing one part of iodine with 5,000 parts of salt. In manufacturing this salt the Morton company saw an opportunity for genuine public service, but it did not seem likely that its commercial value would become important. In fact the possibilities of iodized salt looked so small as compared with those of the regular standard commercial grades that its true significance was not grasped at once.

"We got out a booklet on iodized salt and advertised it a little," said C. L. Ostrom, of the Morton Salt Company, "but we did not expect a great deal of action from it. Of course the fact that we were able to offer what has proved to be a tremendously valuable aid in combating goitre gave us some satisfaction. From the sales viewpoint, however, iodized salt has made itself a bigger influence than anyone looked for.

"We found that grocers who, under ordinary circumstances would not feature salt in their windows, were willing now to give us whole windows for displays of iodized salt. That means something when you consider that most grocers have but two windows. Iodized salt is new and in it the grocer sees a chance (it is one he has been looking for a long time) to get back a little of the trade that has been drifting away from him to the drug store. Of course it gives us an opportunity to put Morton salt before the buying public more impressively than we have been able to put it for a long time. The package is almost the same as our standard 'free running' package, which helps to identify the newer product and tie it up closely to the table salt we have been advertising for years."

Morton is just beginning to advertise and merchandise salt for the bath in a big way, although this use does not classify as new in the strict sense of the word. What the company aims to do is simply this: to increase the popularity of salt water bathing at home by producing a "different" bath salt and advertising it as such. Even where innumerable uses exist for a product, it puts new impetus behind sales to give a new twist to the article itself occasionally, for the well-grounded reason that no product, no matter what its intrinsic merit may be, no matter how well it is sold and advertised, can hope to corner the market. It simply cannot be done, as merchandising history has proved time and again. For some reason most of the salt sold

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for bath purposes has been a coarse, rock salt packed in bags, although it is a fact that ordinary household table salt is quite satisfactory for bath purposes.

The Morton people have advocated in their advertising keeping an extra package of their staple household salt on hand for use in the bath for some time. However, the company has just begun to make a coarser grain salt as clean as its table salt which it is packing in a handy container and which will be advertised.

"There is a volume of business worth considering to be obtained in this way," says Mr. Ostrom. "Of equal importance, however, is the invigorating effect that this bath salt advertising and merchandising can have on other sales. For example, let us assume that we establish a small demand for Morton bath salt that sends a druggist's customers into the store asking for it. The druggist naturally orders some from his jobber. It may not be more than a small trial shipment; but because we have sold the name in our advertising, he specifies Morton's.

"Now the jobber usually buys in car loads and that is the crux of the whole situation, for car-load orders are worth the winning. Perhaps the jobber buys from Morton; perhaps he does not. The placing of a small order with him by some retailer for Morton's salt can swing a whole carload of business to us when it might have gone elsewhere. Right there is where the powerful influence of discovering new uses and advertising them comes into its own. Finding a new use of real value to consumers and telling them about it may become the real turning point, the decisive factor when big orders reach the cross roads."

For a long time Morton copy has carried little footnotes to the advertising suggesting new uses. Salt, for example, gives tea a mellow taste and makes cocoa richer. It neutralizes the acid in citrus fruits and makes them more digestible, the company found out. It is a big help in cleaning car-

pets and floors. It keeps garments from freezing to the clothes line when added to the rinsing water. And so on indefinitely.

Morton salesmen and dealers alike know that a policy of digging out new uses and advertising them insures the old, fundamental sales arguments against going out of circulation.

When sales seem to lose some of their momentum and threaten to settle down into a leisurely jog what course shall management adopt? A change in personnel? New methods or altered product?

There are a number of possible courses to follow. Discovering new uses is not the only one, but it is one that executives can contemplate with a feeling that it has worked in the past. The U. S. Gypsum Company developed a new and important outlet in the motion picture industry by learning that gypsum was admirably suited to building sets. In the automobile manufacturing field this company added new tonnage by showing how gypsum stucco can be used profitably in molding plate glass. Henry Ford, the story goes, used dental plaster for this purpose—another good illustration of a new use—until the gypsum people sold him.

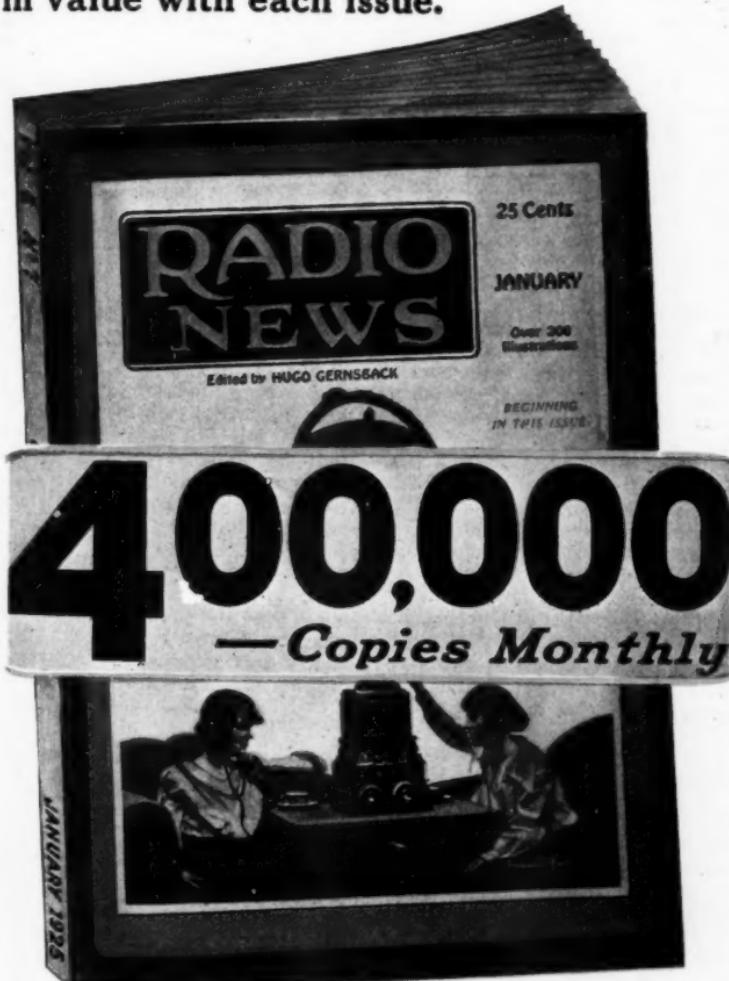
USES OF CEMENT INCREASED

The Portland Cement Association showed that cement was much more than a building material suited to bridges, roads and the ordinary structural purposes as many a striking memorial monument and statue will attest. Think of this as advertising material! The Marquette Cement Manufacturing Company, for instance, has exploited this adaptability of cement in a rather out-of-the-ordinary way, even advertising works of concrete not made with Marquette Cement.

Listerine used to be a mouth wash and preventive of sore throat and that's about all. Everyone knows what advertising and new uses have done for it. Bon Ami as a cleaner of white shoes, Sun Maid raisins as a healthful confection and Three-In-One oil as a preserver of razor-blade

"Radio's Greatest Magazine"

RADIO NEWS with its fast growing circulation and present low advertising rate, offers a definite contract that increases in value with each issue.



Experimenter Publishing Co., Inc., 53 Park Place, New York

FINUCAN & McCLURE..... 720 Cass Street, Chicago, Ill.
GEO. F. DILLON..... Republic Building, Kansas City, Mo.
A. J. NORRIS HILL CO..... Hearst Building, San Francisco

Dec. 11, 1924

keeness, or a furniture polish—but why expand the list of those who have taken new leases on life by finding out and advertising new uses?

Specifically, what are the advantages of spending time and money in advertising multiple uses for a product? It is possible to list a few real advantages on the strength of what the Morton Salt Company and some of the others already mentioned have learned. These are:

1. An increase in sales of the product for the old uses. Anomalous as this may seem it has been proved a fact. Advertising the new uses drives the name of the company home with new force to the consumer and makes the retail trade more sales conscious of the product and its old uses.

2. A wider market. Raisins as a confection, 3-in-1 oil for cleaning and polishing furniture as well as for the sewing machine, Listerine to refresh one after a long dusty motor trip—all these uses made new users without the loss of old buyers.

3. The advertising gains a new flavor. It carries new talking points which can be merchandized as Morton has merchandized iodized salt to get window displays. Because the new uses act as insurance that the advertising will be read the product is not likely to be squeezed out of whatever place in the sun it may have won. If the new uses advertised possess a genuine news value they cannot be ignored. Real buyers, it seems, are nearly always inveterate information hounds.

4. If the company is one that has been in the business for years the advertising of something new and useful tends to keep it still an enterprise rather than an establishment in the buyer's mind. It keeps the advertising athletic and the distributing muscles supple. The market can't take such advertising for granted.

5. Sales of the product for the new uses, even if they are small, can become the determining factors in swinging the larger orders which pile up real tonnage for the sales department. If the new use

is well advertised and merchandized the manufacturer finds himself with a new influence, a new lever of surprising power, waiting only to be put on the job.

There is another thought which advertisers can well dwell on while they are thinking in terms of new uses for their products. It is simply that there exists a real and important hazard in not learning all that there is to know about how a product is being used after the retailer sells it. Few will deny that the manufacturer has a continuing interest in his goods which endures long after the dealer's cash register chime has died away. If the buyer misuses what he has bought; if he extemporizes with it, presses it into service for which it was never intended and comes to grief, he is by all odds the one to blame.

But in actual daily life who gets the blame? Himself? Not often. The man who bought corn syrup and then wrote to the canner complaining because it did not help his corns is of course a caricature, but he is not so absurd that he fails to point a moral. Learning all the existing hazards that a product actually has to face is vital. It may protect a manufacturer against embarrassment and loss of business. And every once in a while it will divulge some new and practical use which can be advertised in such a way that it will grow up into a strong, willing merchandising factor.

K. E. Dodge Joins Corday & Gross

Kenneth E. Dodge has joined The Corday & Gross Company, Cleveland, direct advertising. For the last two years he has been sales manager of the Publishers Printing Company, New York, and previously he was New York manager of the Franklin Printing Company, Philadelphia. He also was at one time with the Lehigh Portland Cement Company.

Acme Sales Account for Cutajar & Provost

The Acme Sales Company, Brooklyn, N. Y., maker of Acme dress forms, has placed its advertising account with Cutajar & Provost, Inc., New York advertising agency. National magazines will be used starting with February issues.

ONE CENT A LINE

For Each 6,000 of Circulation

*For the Best Type of Circulation and in
A Newspaper Magazine Printed in Rotogravure*

THE NEW YORK TIMES MAGAZINE SECTION

RESULTS EXCEEDED EXPECTATIONS

December 4, 1924.

The New York Times:

The results from our advertisement in the Magazine Section of the Sunday edition of The New York Times of Nov. 2 were most gratifying and exceeded our expectations. We had been opposed to magazine advertising, as we had never been able to trace any direct results, but this time we got what we were looking for—direct results in our store sales department, and our mail orders are continuing to pour in to us daily.

We will make use of The Times Magazine Section again when we advertise our horticultural goods.

The Macniff Horticultural Co., Inc.,

*Robert W. Macniff,
196 Greenwich St., New York.*

THE MAGAZINE SECTION of the Sunday edition of The New York Times has the lowest rotogravure advertising rate per thousand in the United States—and this for a circulation of the highest quality—Times quality.

It has a net paid sale of more than 600,000 copies, over 400,000 of which are bought in the metropolitan district and within 150 miles of New York. Its distribution in and outside this zone is in 9,000 cities and towns, reaching every state.

The Magazine, a wire-stitched tabloid section, is part of the Sunday edition of The Times—a newspaper bought and read for news and information to be had in no other publication, and it is a magazine with a New York interest.

The quality of its articles is that of the highest class magazines, and it has the additional advantage of following fresh upon the news. Its illustrations are in rotogravure, the most beautiful of printing processes.

Advertisers get prompt and large results—the final proof!

Advertising rate \$1.00 an agate line, \$1030 a page; one cent a line for each 6,000 circulation. Lowest advertising rate for best quality of magazine circulation.

Dec. 11, 1924



Charles Daniel Frey
Advertising
INCORPORATED
A GENERAL AGENCY
30 North Michigan Avenue
Chicago

CREATORS OF NATIONAL ADVERTISING SINCE 1911

Co-operative Work That Strikes Out Along New Lines

The Master House Bureau Has Some Original Objects Which Other Groups of Manufacturers Can Take to Heart

By Albert Leslie

WHEN a man and his wife go out to buy a home which has been "built to sell," they are at something of a disadvantage. The wife may be interested in the arrangement of the rooms on the second floor; the husband may demand a large open fireplace in the living-room. But they don't qualify as experts to determine whether the mortar in the house is in good condition or whether steel joists are used to support the first floor or whether the wooden joists are bridged every six feet.

A prospective home owner and his wife know from their reading of advertisements the sort of heating plant, hot water heater, roof and various other details of the house they want. Certain heating plants and other details of construction and equipment are used as selling arguments by the builders who put up homes to sell. But the best furnace in the world may not be able to heat a home which is so poorly built that winter winds come in. A fire may burn down the house. The furnace may be blamed for it, whereas the real cause was faulty flues or wooden joists laid into the chimney.

When the demand for homes in this country exceeded the supply immediately following the war, all sorts of houses were built. Some of them were well constructed, while others were put up by speculators to make a quick profit. In some of the houses materials were substantial and workmanship was excellent. In others, built to sell quickly, cheap materials were used in parts of the house, workmanship was faulty and the few well known and advertised accessories put in to make a sale did not have a chance to work properly.

Manufacturers of quality products have taken many different steps to obviate this difficulty. A group of manufacturers in order to protect their own products against inferior workmanship, to broaden the market for materials of the better kind and at the same time to raise the quality standards of home construction for the benefit of the people who buy and build homes, have recently formed a bureau and are advertising its function and its protection to home buyers and prospective builders. E. H. Nichols, president of this Master House Bureau, states the situation and the reason for the present campaign of the bureau as follows:

THE CAUSE OF THE CAMPAIGN

"Not so many years ago they built homes to last. The walls were made to withstand wind and rain. Chimneys and flues were made safe from fire hazard. Roofs were not easily blown away. Throughout every part of the home the materials were substantial and the workmanship was excellent.

"Then came lowered standards. The old-time sturdiness that we so admire gave way to surface buying.

"Arrangement of rooms is actually the subject of more serious thought than the materials used and methods employed. The first is important, of course; the latter is absolutely essential if the home is to be safe from fire, comfortable to live in and economical to maintain.

"Not only are hundreds of dollars being lost in unexpected maintenance and depreciation of homes, but every 'flimsy' structure is a fire menace to the inhabitants and the community.

"How grave the situation has

Dec. 11, 1924

become is indicated by the estimated losses given by the Underwriters Laboratories. They say that over \$51,000,000 in property and 7,500 lives are annually consumed by fires in dwellings. Of these tragedies they estimate that 74 per cent are due to interior defects such as faulty furnaces, flues, stoves, chimneys, wiring, etc.

"It seems high time that some organized effort be made to save our families from their own ill-chosen dwellings and point out the need for substantial, fire-safe, permanent construction.

"That is part of the story. The next chapter has to do with the manufacturers of quality materials and equipment used in our homes. This 'surface' buying has added to the difficulty of marketing their products.

"For example, metal lath may be used to make the plaster fire-safe and crack-proof. It is one of the hidden virtues. The buyer can't see it. Its value is hard to prove.

"Or, the water pipes and fittings may be of the finest materials, rust-proof and good for the life of the home. People don't ask about these things. They don't fully appreciate their value.

"Similarly, a heating plant of a well-known brand is pointed to as a selling feature. Endless future sales of that equipment may be killed because that plant is not big enough to heat the home."

A NEW KIND OF DEED ORIGINATED

After a man has bought a house he gets the deed to the property which is duly recorded and carefully kept. The deed proves only that the property belongs to the person who has bought the house. In adding something to the protection of the home buyer, The Master House Bureau has originated and issued the Safeguard Policy. On the front page of this policy is a description of the property with a photograph, location and other details. The new owner is urged to keep the Safeguard Policy with his deed. This policy is designed

to be of value. It enables the buyer to show the prospective repurchaser, if he wants to sell his property again, that his price is justified. It costs \$1. The inside of the policy shows the principal parts of a house, and lists the kinds of materials that should be used for each division. These comprise The Master House standards. Space is left for a check mark if the standards are followed. When alternate standards or substitutes are used space is left to describe the materials employed.

The rest of the policy shows a house with a section cut away to reveal the nature of its foundation, walls, floors, and other hidden parts as well as those which are ordinarily visible. On another page are practical pointers on workmanship, each illustrated by sketches. Still another page is for the man who buys a house which has already been built and contains a list of sixty-four technical questions which should be satisfactorily answered before the prospective purchaser buys. This list comprises all sorts of questions from the ordinary one about whether the basement is dry, to more technical ones concerning lumber dimensions, kind of paint used, etc.—some of which questions would not ordinarily occur to the inexperienced home buyer.

Membership in The Master House Bureau is by invitation. At the present time such individuals and associations as The Kelley Island Lime & Transport Company, The Common Brick Manufacturers' Association of America and The Associated Metal Lath Manufacturers, Inc., which includes The General Fireproofing Company, The North Western Expanded Metal Company, The Berger Manufacturing Company, the Milwaukee Corrugating Company, the Penn Metal Company, the Truscon Steel Company and the Youngstown Pressed Steel Company, are members.

The advertising campaign now running in both professional and consumer publications is more than an association campaign



COR the most effective work on the trade, as one part of a national advertising campaign, frequent contact between advertiser and agency is of direct value. Business rarely remains stationary. The agency should know, just as promptly as the advertiser, how changing conditions effect the manufacturer's relations with jobbers, retailers, or both.

MOSER & COTINS is centrally located in New York State. This agency can and does render close, frequent and intimate - contact service to the industries of this state. Advertising addressed to the trade is given the same thorough attention as the more costly phases of a national campaign. And, since it is based on up-to-the-minute information, it contributes its full share in obtaining the most profitable results from the entire advertising appropriation.

MOSER & COTINS
Advertising Utica, N. Y.

Member: American Association of Advertising Agencies

Dec. 11, 1924

since all of the members are interested in the thoroughness and excellence of the whole home, not in any one particular part of it. Mr. Phillips points out this fact as follows:

"You may say that the metal lath manufacturers, the pipe makers and the heating plant concerns could do this work individually.

"True, they could. But suppose the plumbing fixtures were the finest and the pipes of the poorest; that an excellent heating plant of proper size were installed in a home so poorly built that it could not be heated.

"Any value that might exist due to the good heating plant, for instance, is dissipated by the inferior construction. So it is throughout the home—its value and the satisfaction it gives are determined by the good materials and workmanship throughout.

"This collective effort, therefore, will benefit the home owner to a greater degree than would any individual effort. Similarly, each manufacturer will derive benefit in proportion to the use of better materials and competent workmanship throughout the home. Their collective effort is, quite naturally, less costly than were any one company to undertake to do what the Bureau is doing.

"The first step in accomplishing our objective is, of course, to reach the general public with a plea for permanent construction. This is supplemented by enlisting the co-operation of builders, architects, realtors and dealers."

The present membership is being added to gradually according to a definite code of standards which Mr. Phillips thus describes:

"Before extending this opportunity to any companies or associations, the Master House standards were established by architects. Builders, dealers, realtors and other authorities on home building were consulted and the standards arrived at.

"In this way an impartial measure of value has been created, based on the six points that should be observed in home construction:

Safety; economy in upkeep; resale value; workmanship; permanence and reliability of source of supply. The selection of members thus becomes somewhat automatic as the products of a company or of those companies represented by associations are scrutinized on this basis."

Since advertising is to be the force used by this combination of manufacturers in different industries who are bound together by the necessity of having better homes take the place of houses built only to sell, approximately 90 per cent of the funds derived from membership is being used for advertising.

New Accounts for Sterling Beeson

Sterling Beeson, Inc., recently organized Toledo, Ohio, advertising business, has been appointed to direct the 1925 advertising of the Bunting Brass & Bronze Company; the Conklin Pen Manufacturing Company; The Toledo Scale Company; The Toledo Steel Products Company; The American-Swiss Magneto Company; The Brown Stamping Company, The Standard Electric Stove Company and The Toledo Trust Company; all of Toledo, and the Oval Wood Dish Corporation, Tupper Lake, N. Y.

W. L. Agnew Dead

W. L. Agnew, who has been associated with the Mitchell-Faust Advertising Company, Chicago, died recently at that city. He was formerly advertising manager of the Hudson Motor Company, Detroit, and later was with Lord & Thomas. At one time Mr. Agnew was advertising director of the Great Northern Railway.

Malt Syrup Advertised in Newspaper Campaign

The Bachrach-Feld Company, Cincinnati, is using newspaper space in a number of cities in a campaign which it is conducting on American Beauty Brand malt syrup. This campaign will be extended to other cities as the company increases its advertising appropriation.

A. B. Rand Joins F. B. White

A. B. Rand has joined the staff of Frank B. White, Agricultural Advertisers' Service, Chicago, as production manager. He was formerly with the Shuman Advertising Agency, later joining the McJunkin Advertising Company, both of Chicago.

Why Your Sales Campaign for 1925 Should Not Fail to Include Liberal Space in *Iron Trade Review*

Because—

Seventy per cent of the metalworking and engineering industry of this country is located within a radius of 500 miles of *Iron Trade Review* headquarters. On account of its geographical and postal advantages, *Iron Trade Review* is the first paper to be seen and read by the executives in this industry.

Because—

The abolition of "Pittsburgh Plus" has made *Iron Trade Review* absolutely indispensable to the consumer of steel in any form. Before now some thought they could get along fairly well, knowing that the steel prices were standardized at Pittsburgh, but now the only chart the iron and steel buyer has to steer by is his market paper. We realize our responsibility and will measure up to the high standard required of us as specialists in market information. The 28,000 executives who now read *Iron Trade Review* will read and study it more carefully and completely than ever before, thus increasing the already established advertising value of *Iron Trade Review*.

Because—

Your advertisements in *Iron Trade Review* will be constantly at work for you throughout the whole of next year, helping you to make 1925 the greatest business year in your history.

IRON TRADE

Cleveland, Ohio

Member A. B. C. and A. B. P.

WHO IS THIS FELLOW?

He's a man of PERCEPTION—his intellect is keen; his sense of values, acute. He must be so, to be a leader in his line of industry.

Check up the makes of motor cars that Rotarians own; the office equipment they buy, the motor trucks they use. Not a drone among them.

And take this fact for example—one out of every two Rotarians you meet is carrying from two to ten times the average amount of life insurance.

If you have anything of real value to offer a Rotarian, feel sure that he will be quick to sign on the dotted line.

HE'S A FELLOW WORTH TALKING TO.

THE ROTARIAN

The Magazine of Service

Advertising Manager

Frank R. Jennings, 221 East 20th Street, CHICAGO

Eastern Representatives

Constantine & Jackson
7 W. 16th St., New York

Mid-West Representative

Howard I. Shaw
326 W. Madison St., Chicago

Member Audit Bureau of Circulations

Letter to Newspaper Made Basis of Advertisement

Philadelphia has always been known as a city of homes, but owing to crowded conditions, high price of coal, and other economic influences, many home owners are moving into apartment houses. This movement toward apartment life is being felt by real-estate operators. Bart Tourison took advantage of a letter sent by a reader to the Philadelphia *Bulletin* and published in its columns. The letter stated that the writer had come to the city to live in one of the large apartment houses, fully equipped with all conveniences, but he mourns the loss of freedom which was his in his own individual home. "The man who owns his suburban home enjoys the thrill of achievement. The arrangement of the shrubbery in his yard or garden, the quality and beauty of his flowers, or the color scheme and architecture of his house give to him a certain distinction. His friends recognize 'The house behind the garden wall,' painting a picture of his new cellarless homes, with an illustration of the attractive doorway.

New Accounts with Tiffany-Bayless

The Oil Conservation Engineering Company, Cleveland, has placed its advertising account with The Tiffany-Bayless Company, advertising agency, of that city.

The Sharp Spark Plug Company, Wellington, Ohio, also has appointed the Tiffany-Bayless agency to direct the advertising of its Multiplex radio sets.

"Scientific American" Appointment

Milton Wright, publicity director for Munn & Company, patent and tradehis house without referring to the number over the door," says this correspondent. Mr. Tourison has quoted the entire letter, then opposite advertises mark attorneys, has been appointed promotion manager of the *Scientific American*, New York. He will be in charge of the research department and of a newly created industrial service department.

N. J. Wolcott Joins Rogers & Company

Nelson J. Wolcott, formerly with the Chicago office of the Curtis Publishing Company, has joined the staff of Rogers & Company, Chicago, printers and engravers.

Radio Account for Osten Agency

The Gossard All Season Radio Company, Belvidere, Ill., has appointed the Osten Advertising Corporation, Chicago, to direct its advertising. Radio publications and farm magazines will be used.

Mother— and Modern Business

by George H. Sheldon
of Thresher Service

THE world's greatest buyer, the world's keenest shopper, the best friend a maker of true-value goods ever had, is Mother.

If Mother is your market, we can make specific helpful suggestions. It has been our privilege to sell her many things that have made her happy and our customers busy. We know why she buys, when she buys, and most important, how she buys.

Persuading Mother to purchase is a big part of our business. May we talk to her for you?

THRESHER SERVICE INC.

Formerly Williams Agency - Founded 1897



136 Liberty Street, New York City
Telephone Rector 7880 ~ Cable Flairad

Court Decision Extends Copyright Protection

A Recent Ruling That Will Discourage the Use of Shears and Paste-pot as Creative Tools of Advertising

*Washington Bureau
of Printers' Ink*

A RECENT decision of the Supreme Court of the District of Columbia is of considerable interest to many advertisers. It protects the owner of copyrighted advertising against the careless omission of the copyright notice by others who legitimately reproduce the material, and also makes the purloining of advertising ideas, illustrations and copy a more hazardous proceeding.

National advertisers who furnish their exclusive agents and customers with advertising illustrations and copy have been frequently embarrassed and discouraged by having their copyrighted material used by unauthorized dealers and competitors of their retailers. While the copyright law requires that the copyright notice be printed on every copy of a work, it is impossible for the owners of such copyrights to see that every authorized user includes the notice when he publishes the material in his local newspapers.

Heretofore, it has been generally thought that omissions of the kind invalidated the copyright, and that anyone could reproduce any advertisement which was published without the notice, even though it had been previously copyrighted. However, the Supreme Court of the District has held otherwise, and the decision undoubtedly will greatly discourage the use of shears and paste-pot as creative implements of advertising.

The decision grew out of a suit in equity brought by the Century Advertising Service, Inc., of New York City, against Gustav and Birdie Erlebacher, co-partners trading as "Erlebacher's," of Washington, D. C. The bill of

complaint relates that the Century Advertising Service publishes a regular series of advertisements, which it sells only to one client in a town or city and for exclusive use in each respective town or city. It also mentions that the service was sold exclusively to Frank R. Jeoff, Inc., for the District of Columbia, and that no other firm or person was authorized to use the material in that territory.

The bill of complaint further charged that the defendant published, or caused to be published, in the *Washington Post*, under date of February 25, 1923, and in other papers on other dates, illustrations and advertisements from the plaintiff's service and without authority.

In answer, the defendants said that the advertisement from which their advertisement was copied was published, according to their knowledge and belief, in the Atlanta *Constitution* of February 11, 1923. It seems that the Atlanta client of the Century company authorized the publication of the advertisement over his name, but failed to include the copyright notice. His advertisement was later brought to the attention of the defendants as one that would apply to their business, and they, not knowing that it was copyrighted, authorized its publication over their trade name in the *Washington paper*.

It was established at the trial of the case that the plaintiff had fully complied with the requirements of the copyright law, and that the service book from which the advertisement was originally taken, and each of its separate pages, bore the required copyright notice in proper form.

Justice A. A. Hoehling, gave the opinion of the court. He said that upon consideration of the

THE ST.LOUIS STAR

**GAINED
36,993
agate lines in
NATIONAL
ADVERTISING
during the month of
NOVEMBER
1924 as compared with
same month last year**

*~an increase greater
than that of any other daily
St. Louis Newspaper!*

"Nothing Counts but RESULTS"

National Advertising Representative
THE S. C. BECKWITH SPECIAL AGENCY

Dec. 11, 1924

case it appeared to the satisfaction of the court that the plaintiff had and has a valid copyright of the advertising matter referred to in the bill of complaint, and that that advertisement is a part of a certain advertising service owned by the plaintiff.

"And it further appearing to the satisfaction of the court," he continued, "that the defendants, without authority or license from the plaintiff, reproduced said advertisement, and that said reproduction of said advertisement by the defendants was an innocent infringement without knowledge or notice of such copyright, due to the fact that said advertisement had been published by a licensee of the plaintiff without notice of copyright affixed thereto, it is, by this Court, this 11th day of November, 1924,

"Adjudged, ordered and decreed that the defendants, and each of them, be, and they are hereby perpetually restrained and enjoined from further publishing of said advertising."

The plaintiff prayed for both an injunction and damages, and it was evidently due to the innocence of the defendants that damages were not assessed by the court.

Abbott-Merkert Account for O. S. Tyson

Abbott-Merkert and Company, Inc., engineer and constructor of industrial buildings, has placed its advertising account with O. S. Tyson and Company, Inc., New York, advertising agency. Business papers and direct mail will be used.

Andrew Mahoney Joins Walker & Company

Andrew Mahoney has joined the sales staff of Walker & Company, outdoor advertising, Detroit. Recently he was advertising manager of the *Detroit Times*.

Chinese Magazine Appoints American Representative

Good Roads Monthly, Shanghai, China, has appointed the Word Wide News Association, New York, as its advertising representative in the United States and Canada.

DORRANCE, SULLIVAN & COMPANY

Incorporated

130 West 42nd Street
NEW YORK

31 Milk Street
BOSTON

Advertising



The Knickerbocker Press

The Albany Evening News

Now!

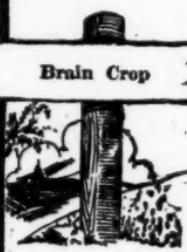
THE CAPITOL DISTRICT

A STRANGER passing through these seven cities would conclude they were all one—Albany! A rich, compact seven borough city, with an output of \$400,000,000 in manufactured products. Test your campaign here at minimum cost. Helpful co-operation through two great papers.

THE KNICKERBOCKER PRESS
and
ALBANY EVENING NEWS

Dec. 11, 1924

Vermont Character and Ability



*Sign Posts
of
Buying
Power
No. 24*

Figures compiled from "Who's Who in America, 1924-25," give Vermont outstanding national leadership as a birthplace of those attaining greatness.

In the United States as a whole 24 people out of each 100,000 population have attained recognized notability.

In Vermont the number is 90—nearly four times the national average.

Vermont character and ability are emphasized by figures denoting the "brain productivity" of a few other states, scaled from high to low, and figured on the basis of 100,000 population; New Hampshire, 78; Maine, 67; Massachusetts, 52; Connecticut, 43; Rhode Island, 38; New York, 34; Ohio, 32; Pennsylvania, 23; Illinois, 23; California, 10; Georgia, 10; Florida, 5; New Mexico, 2; Oklahoma, 3/10.

The people of Vermont pay particular attention to their daily newspapers—and read them—studiously—from beginning to end.

It will pay national advertisers to pay particular attention to these facts.

Vermont ~~Allied~~ Dailies

Barre Times Brattleboro Reformer Bennington Banner
 Burlington Free Press Rutland Herald
 St. Johnsbury Caledonian-Record

Germany as a Market for American Products

New York Export Managers Are Told of Improved Conditions in Germany and Commercial Prospects, by the Executive Secretary of the American Chamber of Commerce in Berlin

SPEAKING before the New York Export Managers Club recently, Arthur E. Dunning, executive secretary of the American Chamber of Commerce in Berlin, described present-day business conditions in Germany and offered suggestions to American firms for resuming commercial relations with that country.

He said the business outlook in Germany was extremely hopeful when he left there, early in October. Raw materials and food products are now being shipped into Germany, though it is not possible to sell manufactured products there at present. The new tariff on imports, which is to be presented to the Reichstag in January, will be moderate, said Mr. Dunning, and he counseled American firms to make their plans with the future of Germany in mind rather than the conditions of the immediate present.

The speaker was asked whether it would be safe to invest American capital in German industries. He replied that it would, but recommended caution, as much depended upon the particular line of business in which investment was contemplated. The food situation, he said, is normal. Labor conditions are improving, due, in part, to the fact that the introduction of the piecework system in Southern Germany has broken up the workmen's councils and is extending itself to industrial plants in Northern Germany. Since August, 1924, savings among the people have begun.

There is no doubt, Mr. Dunning said, that Germany will regain the position she occupied before the war and control 60 per cent of the world's foreign business, after

**Dominant for 16 years in
Florida's Agricultural Field**

the *florida GROWER*

A state paper of unusual merit. Reaching well-to-do fruit growers and prosperous truck farmers.

Representation

Wallace C. Richardson, Inc.
New York

John D. Ross
Chicago

George M. Kohn
Atlanta

THE FLORIDA GROWER
Tampa, Florida

A black and white illustration of a person from behind, wearing a hat and coat, holding a large rectangular sign on a pole. The sign lists several items: "SWEATERS", "BATHING SUITS", "KNITTED", and "OUTERWEAR". Below the sign, the text "Sweater News" and "Knitted Outerwear" is written in a stylized font, along with the address "321 Broadway" and "New York".

Dec. 11, 1924

Employees House Organs

For salesmen, office, shop and store employees.

Mimeographed, illustrated, pocket size.

Published monthly

Four pages of tabloid messages that will help to arouse your employees to giving their best.

Your firm name imprinted—making it a personal house organ.

A gold mine of reprint material for house organ editors.

Samples mailed to executives upon request

JOHN J. LUTGE & STAFF
703 Market St.
San Francisco

SHUMAN

LABELS

in
Rolls
Flat
Die-Cut
Embossed
Multi-
Colored

All kinds of
Labels—
and all good.

Send for our Label Catalog—a label reference book for your files

The FRANK G. SHUMAN CO.
Manufacturers
Blatchford Building :: Chicago

reparations have been paid. The four leaders in the world's export trade, he said, will be England, France, Germany and the United States. Each country will excel in the lines in which it is best qualified to lead. He emphasized that the best policy which can be adopted by American firms that want export business is to send young men into foreign markets for the purpose of studying conditions.

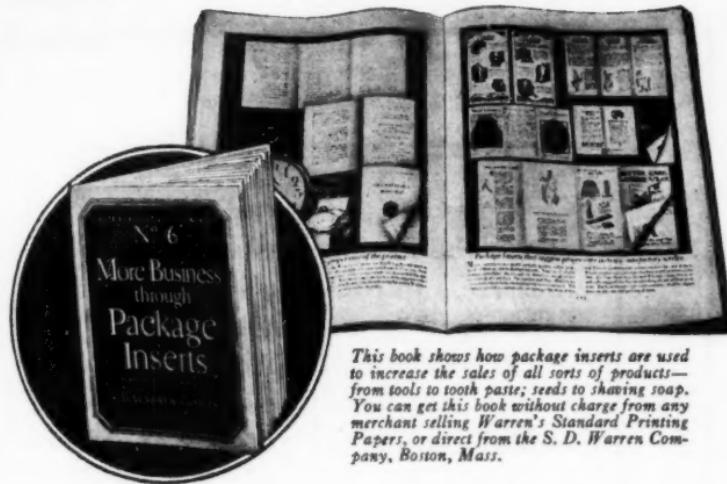
The American Chamber of Commerce in Berlin, Mr. Dunning explained, is in a position to answer inquiries and supply information to those who write for it. Foreign firms that wish to incorporate in Germany may do so as share companies (Aktiengesellschaften), limited partnership (Kommanditgesellschaften), and private limited companies (Gesellschaften mit Beschränkter-Haftung). The third form mentioned is the form generally adopted by American firms like the American Express Company and the National Cash Register Company.

One of the suggestions made by the speaker to those having business correspondence with German firms was to avoid in their letters the use of American abbreviations which in that country are usually not understandable. A list of commonly-used abbreviations, if supplied to German correspondents, would greatly facilitate prompt and intelligent replies to letters, he said.

The Dawes Report is generally regarded by German business men and other leaders as a practical way out, and its real advantage, Mr. Dunning thought, is psychological, because, being a pay plan, it will act as a stimulus to the reawakening of interest and effort.

North Dakota to Be Advertised in National Campaign

North Dakota is to be advertised in a national campaign which will be conducted by the Greater North Dakota Association. It is reported that the association plans to spend \$100,000 for this purpose. Herman Stern, of Valley City, N. D., is president of the association which has been recently formed.



This book shows how package inserts are used to increase the sales of all sorts of products—from tools to tooth paste; seeds to shaving soap. You can get this book without charge from any merchant selling Warren's Standard Printing Papers, or direct from the S. D. Warren Company, Boston, Mass.

Are your goods shipped in packages?

WHEN a consumer opens your package, then is the time to impress him that you make or sell a line of goods.

Then is the time to tell him how to take care of your product—how to use it more effectively.

Manufacturers insert in their packages folders that stress the strong points of their goods, reprints of testimonial letters, slips inviting buyers to send in names of friends who might like to receive samples of the product.

Retailers enclose folders telling about new goods, new departments or services, coming sales.

The housewife opens a package of crackers. On top of the contents is a neatly printed slip. One side shows a picture of another cracker or cookie. The other side invites her to send for a booklet of recipes in which crackers are used.

No matter what you make or sell, you can make profitable use of package inserts—to develop keener interest in the product they accompany, and to tell people about your other products.

Wouldn't you like to know how other concerns are using this idea to increase sales? Wouldn't you like to know how the plan can be applied to your own line?

"More Business through Package Inserts" is the title of the interesting booklet illustrated above. It is brimful of pictures of effective package inserts and ideas you may be able to use profitably.

This book is free. Get it from any paper merchant who distributes Warren's Standard Printing Papers—or write direct to the S. D. Warren Company, 101 Milk Street, Boston, Mass.

WARREN'S STANDARD PRINTING PAPERS

Warren's Standard Printing Papers are tested for qualities required in printing, folding, and binding

Dec. 11, 1924

One investigation of 1000 St. Nicholas families showed that 75% of these St. Nicholas subscribers loaned their copies of St. Nicholas to other families, where from one to eight additional people read them.

The Strength of St. Nicholas Advertising

centers around the fact that young people are not only the buyers of to-day but the buyers of to-morrow and future years.

Another investigation among St. Nicholas subscribers showed that 400 copies of St. Nicholas were read by 1500 people in families other than those of the subscribers.

Some Reasons Why Retailers Fail

A Tabloid Survey of the Outstanding Causes of Failure among Dealers in Various Lines

FROM THE LABORATORY OF THOMAS A. EDISON

ORANGE, N. J., Nov. 26, 1924.

Editor of Printers' Ink:

Mr. Edison recently picked up an old number of *Printers' Ink*—the issue of July 17, 1924—and read the article on page 53, entitled: "Do You Help Your Retailers with Their Collection Problems?"

The opening words of this article are as follows:

"On examination of the causes of mercantile failures, made not long ago," etc.

Mr. Edison assumed from this language that there must have been an article written and published on the subject, and he has asked me to write to you and ask if you can give him any information as to such an article.

Wm. H. MEADOWCROFT,
Assistant to Mr. Edison.

THREE is no one-word answer to the question "Why do retailers fail?" The conditions which lead to failure or success in one field, such as drugs or musical instruments, are not the same conditions that affect retailers in another field, like hardware or electrical appliances.

Philip A. DePuyt, president of the National Retail Grocers Association, says that of the 300,000 independent retail grocers in the United States, not more than 25 per cent of that number are merchants in the sense that they know how to run their businesses at a profit. The average life of a grocery store, he says, is about six years.

This is a pretty sad picture. The answer to the question "Why do retailers fail?" directing that question to the retail grocery field, is said by those who have studied the subject to be due in large measure to the practice of so many small retailers of cultivating telephone orders, giving free delivery service and running charge accounts. Such an answer is of course only another way of saying that the merchant who depends upon telephone orders, free delivery and credit does not know the first principles of successful merchandising—getting people into the store.

The amount of stock carried by

the average independent retail grocer is said to be about \$8,000 with a turnover of eight or nine times a year. Grocery chain stores, on the other hand, carry an average stock of \$2,500 and turn it over from twenty-five to forty times a year. The high rate of mortality among the independents is therefore quite obviously due to ignorance—they do not know what to buy, how much to carry in stock and how to move it off their shelves.

In the hardware field the largest single cause of failure among retailers is due to inexperience in the hardware business.

"Failure is of course really due to a combination of causes," said a man who has studied the problems of the retail hardware dealer for many years, "but the underlying cause in a majority of cases is that too many men, retired farmers and others, have attempted to go into the hardware business without sufficient knowledge of store operation or a grasp of the principles of successful merchandising."

Among independent retail druggists the number of failures is probably no greater than it is among dealers in hardware, jewelry, men's furnishings, clothing and house furnishings. But more failures among independent druggists are due to carrying too many varieties of items and selling at cut prices than to other causes. Competition from chain drug stores, where selling at reduced prices is closely linked to quantity buying and rapid turnover, has brought failure to many a small independent retailer who could imitate the chain's reduction of prices but could not back it up with volume buying and increased turnover.

The story varies in other fields. One of the outstanding causes of failure among retail music dealers is said to be directly traceable to the dealer's inclination to sit in

his store and wait for business to come to him. There has been a steady metamorphosis of conditions in the buying and selling of musical goods during the last twenty years, and dealers who have survived and made money are those who have carried their sales methods beyond the limits of their stores. It is not unusual, those who know this field say, to find a dealer using a mailing list that was compiled five, ten or twelve years ago to which he is mailing printed matter on an average of once a month and the mailing list has never been completely and thoroughly revised since the dealer began using it.

Moreover, the reasons some retailers in a particular field fail are not always the same from year to year. Two years ago many dealers in the electrical appliance field failed because of insufficient mark-up. Manufacturers of electrical appliances would often advertise their retail prices to the public, thus making it almost compulsory for dealers to sell at

the advertised price, or at least making it difficult for them to get a higher price. The spread between the price at which the dealer bought from the wholesaler and the retail selling price was not enough in many instances to give the merchant a profit after paying expenses. This condition has been very largely corrected. Today failures among electrical retailers are chargeable to other causes. The most general cause of failure at present is said to be ignorance of merchandising on the part of electrical wiring contractors who have added appliances to their businesses. Dealers who are making a success of merchandising appliances are appropriating the methods of successful merchants in other lines—department stores, hardware stores, druggists and house furnishing stores. They are dropping electrical contracting or operating the contract side of their businesses as separate departments. The man who was a successful contractor before he went into the merchandising of

Decoration of a distinctive character, as executed by Mr. Harold Gross, is available thru our studio. Mr. Gross ably supplements our staff of figuremen, letterers and retouchers. We will be glad to submit samples of his work for inspection.

MURRAY HILL 2560

LOHSE • BUDD
405 Lexington Ave.
NEW YORK

Henri, Hurst & McDonald

A D V E R T I S I N G

58 East Washington Street · Chicago



The cost of a sizable advertising campaign is often far less than the almost prohibitive cost of attempting to sell merchandise with little or no reputation

The Henri, Hurst & McDonald News Letter, an unusual sales bulletin, is sent each month to our customers' salesmen. Many sales managers, advertising managers, and other executives, also, are regular readers of the News Letter. A copy will be sent at your request.

Dec. 11, 1924

CONSIDER This Market

Every Day in the Year Your Church Buys

Addressing machines
Files and Cabinets
Hardware and plumbing
Heating outfits,
Furniture and fixtures
Kitchen equipment
Pianos, radios, Victrolas
Pipe organs, music
Rugs and floor covering
Bulletin and sign boards
Typewriters and adding machines
Vacuum cleaners
Stained glass windows
Bells, chimes

**Will it be Your Product
Your Pastor Recommends?**

Place part of your 1925 appropriation in
the magazine best fitted to sell this field.

The EXPOSITOR—

The Preachers' Trade Journal
Since 1899

Out of 130 National Advertisers who use
Religious Media 70 use the EXPOSITOR
exclusively.

F. M. BARTON CO.
Cleveland, O.

Chicago
34 S. Wabash
New York
17 W. 42nd St.

Copywriter Wanted

A skilled advertising agency man, who writes well and fluently will find an excellent opportunity here. Experience in wearing apparel or radio desirable. Give record and salary wanted in first letter.

Sherman & Lebair

Incorporated

116 West 32nd Street
New York

appliances and then failed to make a success of either is now going back to being a contractor and, naturally, is beginning to be successful again.

Butler Brothers, who sell to retail merchants in a great many lines covering merchandise such as has not been specifically mentioned, such as dry goods, wearing apparel, notions, etc., say one of the most frequent causes of failure among retail merchants is inability to figure costs, turnover and profits.

WHY THIS DEALER FAILED

Said an official of the company: "I had an example that is typical just the other day. A man came in here from a small town in Maryland. His stock on hand, he told me, was \$35,000 and his sales for the year amounted to \$36,000. He was puzzled to know why he was losing money, because, as he said, he was always out of goods. The facts were that he was always sold out of only a very few items. Practically the bulk of his inventory was 'frozen' in the sense that it rarely or never moved. He had no system of stock-keeping and believed that when he sold an article for 25 per cent more than he paid for it, he made 25 per cent profit."

The Bradstreet Company publishes each year an interesting analysis of commercial failures but does not attempt to classify these failures by lines of business. Causes of failure are described as "incompetence," "inexperience," "lack of capital," "unwise credits" and the like. Specific causes, however, are not given, for the obvious reason that the work entailed in running down specific causes would be interminable. R. G. Dun & Co., on the other hand, do not publish figures on commercial failures or attempt to classify causes. The company says that the cause of a failure cannot be accurately assigned even by the person who fails. Often individual members of a company disagree as to the causes of failure.

All of which means, if it means anything, that manufacturers have

Start 1925 RIGHT—

get your share of the big,
booming business in
GARY, IND.
by scheduling your campaign with the
GARY POST-TRIBUNE

Gary's Only Daily Newspaper

14,500 Daily Circulation
(See A. B. C. Figures)

- Gary becomes U. S. Steel center as "Pittsburgh Plus" is abolished.
- New \$23,000,000 Tube Mills start operation January 1.
- 140 New Coke Ovens under construction.
- \$1,000,000 for new churches.
- Building, registration, school and public improvement records broken this year.

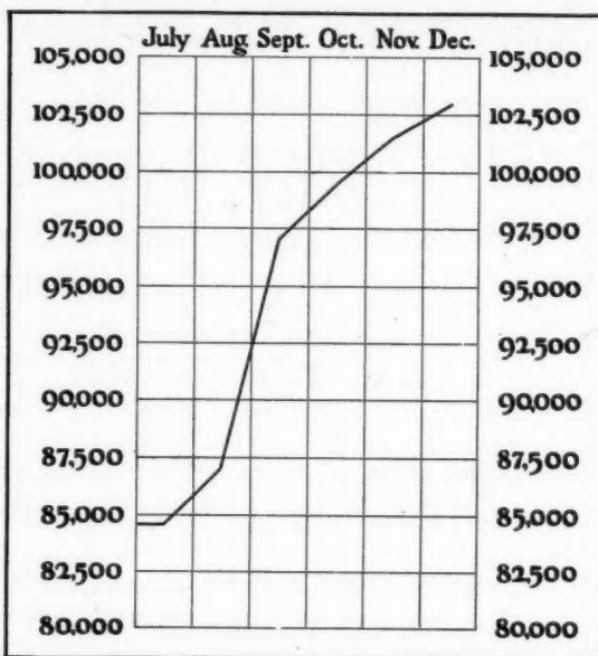
GARY POST-TRIBUNE
Gary, Indiana
Member of A. B. C.

Western Offices
Knill-Burke, Inc.
122 South Michigan Ave., Chicago

Eastern Offices
Knill-Burke, Inc.
Brokaw Bldg., N. Y. C.

Dec. 11, 1924

A good healthy slant



Here is an indication of the safeness of our

100,000 guarantee
average for nineteen twenty-five

**Field &
Stream**

In our field we lead in advertising carried—
Printers' Ink figures:

December by 57%
1924 by 48%

Dec. 11, 1924

much to learn on the subject of why retailers fail and a great deal more to learn on how to eliminate causes of failure. There may be certain fundamental reasons why dealers fail, such as incompetence, inexperience, and so on, but what these reasons are in individual cases and in very specific language is something that it behooves manufacturers to learn more about—each for himself.—[Ed.
PRINTERS' INK.]

This Settles It!

NEW YORK.

Editor of PRINTERS' INK:

I wish to take issue with A. C. M. Azoy, Jr., any issue he likes, with regard to his claim that he originated the now well-known phrase "The Old Order Changeth." The facts are as follows: I was on the road for the old Fleischlauser, Stringley and Butt line of underwear in 1892 and Jed Franklin, president of The Isadore Kraus Gents' Furnishing Store, of Wakenda, Mo., had given me a splendid spring order one day in October; I was on my way to Omaha, Nebr. three days later when I received a wire from Jed cutting his original order exactly in half and as it meant a good deal to me I ran straight back to Wakenda to persuade him not to do it. Well, after a lot of this and that, he wouldn't see it my way and as he handed me the revised new order I said, quick as a flash, "The old order changeth, eh?"

Mr. Azoy can see the records of that order in my little red diary at any time.

PERCY WAXMAN.

R. O. Abbott Joins Forsberg Company

R. O. Abbott, formerly with the Winchester Repeating Arms Company, New Haven, Conn., in charge of developing line of tools, has been appointed sales manager of the Forsberg Manufacturing Company, Bridgeport, Conn.

Advertising Business Started at Baltimore

Patz & Elmer is the name of a new advertising business which has been formed at Baltimore. The members of the firm are Harry J. Patz and John Elmer. Mr. Elmer formerly was business manager of the Baltimore *American*.

Roy C. Holmes Dead

Roy C. Holmes, for the last four years with the Eastern sales staff at New York of the Kimberly-Clark Company, Neenah, Wis., paper manufacturers, died last week at Haskell, N. J. He was forty-five years of age.

format

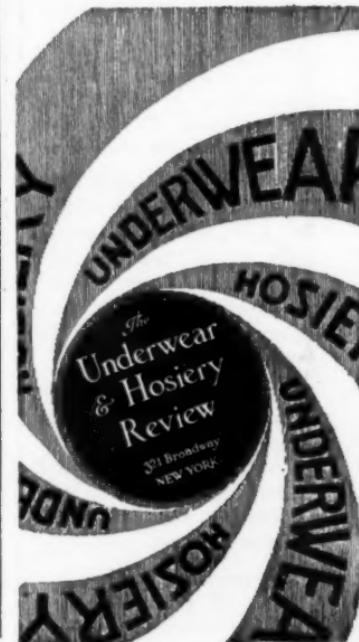
A good word for size, shape, color scheme, typographic style, &c. For striking effects in *format* see us before a line of copy is written.



CURRIER & HARFORD LTD

Fine Printing

27 East 31 New York Cal 6076



Advertising Manager— WANTED

By one of the leading manufacturers of paints and varnishes in this country, a client of ours.

He must be versatile, a good writer, a well-rounded advertising executive, with practical knowledge of art, engravings, printing, direct-mail, costs, and the many other elements entering into the job he will be expected to fill.

Above all, he must have the "selling instinct"—plus the knack of helpfully cooperating with sales organization, advertising agency, all departments of the business.

Other qualifications being equal, preference will be given to a candidate who already knows a good deal about paints and varnishes.

This is a real opening for a big man who has it in him to grow still bigger, so tell your whole story in first letter—age, education, business history, references, salary now earned and expected.

Photograph and examples of your work will help us in sizing you up from a distance. These, of course, will be returned to you, and your application will be held in strict confidence.

*Advertising Agency,
Box 59, Printers' Ink.*

An Advertising Agent Dissects Business Papers

(Continued from page 68)
tiser, should have no bearing on the case. It simply has nothing to do with the matter.

To get a perspective on this question of business news, it might be well to review that movement of editorial insistence in one field which, beginning with the idea of uprooting a deep-set evil, has developed into what some business departments and advertisers feel is a deep rooted arrogance. It is characteristic of similar movements in other fields.

You will recall that in the industrial field up to 1900 about nine-tenths of your papers were made up of write-ups of various plants, etc., and that you relied upon agents and advertisers to furnish you with red hot dope about the people who spent money in your columns.

In those old days one of the first things an agent did in taking over an account was to promise the advertiser as much space in the editorial columns as he was paying for in the advertising columns—and then some—and the agent got it—invariably.

As the better papers became stronger financially, they stiffened up very materially on their editorial policy. James McGraw of the then *Electrical Railway Journal*, *American Electrician*, *Engineering & Mining Journal*, etc., and John Hill of the *American Machinist* and later of *Power*, were among the first to set their feet down solidly on a really stiff editorial policy. They were later followed by Frost of *Engineering News*, Bailey of *Railroad Gazette*; Wilson of *Railway Age*; Aldredge of *Marine Engineering*; and Dunlop of *Engineering Magazine*.

There was kicking. You will remember it. But who today will not agree that the policy of abolishing the unbridled write-up has been of great benefit not only to the papers, but to advertisers as well?

Some years ago, you will recall



John Holland may truthfully be called "the grandfather of fountain pens." The business established more than 83 years ago has won an enviable position in the trade. In the development and marketing of "Jewel" Fountain Pens we have been able to aid materially. The "Drop Test" idea originated with us and has proven to be very effective.

*Drop it five feet
and down to the floor*

Every Jewel pen withstands this most trying test. Every Jewel pen is made from the finest materials and dried carefully with no heat. Every Jewel pen would be considered good if it did not pass this test. Every Jewel pen is always with Tension Metal, the hardest substance known with hard case.

Strength and durability
are the trademarks of John Holland's products.
Jewel pens are made from the finest materials and dried carefully with no heat.

John Holland's Jewel Pens are made available to every school and office. The pens are on sale at all leading stores and jewelers. The pens are also sold at the best price. The pens are made of the finest materials and dried carefully with no heat.

Best Doctors Will Serve You
If you are not satisfied with our pens, write us and we will refund your money.

Best Awards for School Children

John Holland
THE JOHN HOLLAND GOLD PEN CO.
Makers of Pens Since 1841
151-155 East Fourth St., Cincinnati, O.

IN Colonial Days a trip from Boston to New York, over the old "Post Road" by stage coach, was quite a bit of traveling. Now, the trip is only a matter of a few hours by fast train—shorter still by airplane.

The modern method of merchandising is the airplane method—going to your market by the shortest route, in the quickest time.

This agency is proud of its clientele of fast-moving progressives. We can take on a few more—two or three good ones. To the manufacturer who demands real helpfulness, we offer something out of the ordinary in the way of selling ideas.

Will you permit us to present our claims for your consideration?

The Prather-Allen Advertising Company
"To be Useful to Clients"

307 East Fourth St.

Cincinnati, Ohio

Dec. 11, 1924

that when L. L. Rice was editor and publisher of the *Practical Engineer* (at that time published in Philadelphia) he tried the experiment of running a section written by the advertisers (a practice not altogether abandoned in this year of Grace 1924). He frankly stated he had no connection with it—that this part of the paper was open to anyone who cared to contribute. All of his advertisers took full advantage of it—but the department was seldom worth reading.

In view of these developments, I can say for myself and my fellow member agents, don't let us even consider the possibility of the return of the unbridled write-up.

And today, what is the attitude of the business papers toward the publishers of business news?

As I have found it, three fold—

- (1) Papers that are very strict.
- (2) Papers that tolerate back-stair methods.
- (3) Papers that openly don't play the business news game straight.

The following instances give a few examples of variation of what is happening today.

The examples could be multiplied. I have only taken those which lend variety to my story.

A business publication that I know makes an agreement with every advertiser when the contract is signed, that he will be entitled to four half page "write-ups" during the year of the contract—the advertiser to pay for the cuts of his product with which the story is to be illustrated. This publication, a pretty good one too, as trade papers go, can, of course, sell space only on this basis, and the "write-ups" are out and out puffs.

Another publication goes to the other extreme. The editors feel it is unholy to mention a manufacturer's name in the reading pages. They quite ignore the fact that their value to the trade might be greatly increased if the paper they edited developed legitimate news legitimately told. In spite of the editorial strictness, the advertising staff has discovered a way around

made by GRAMMES

The Hamilton County Mutual Fire Ins. Co. of Cincinnati had a message that they desired to keep before their policy holders. Grammes showed them *how*.

Let Grammes embody your message on a distinctive Metal Specialty.



Two-tone
Metallic Paper Weight



Mfrs. Metal Specialties, Name Plates, Display Devices, Advertising Novelties

The creation of
good advertising
is brain work . . .
It does not lend
itself to mass
production



**Arnold
Joerns
Company**
— *Advertising* —

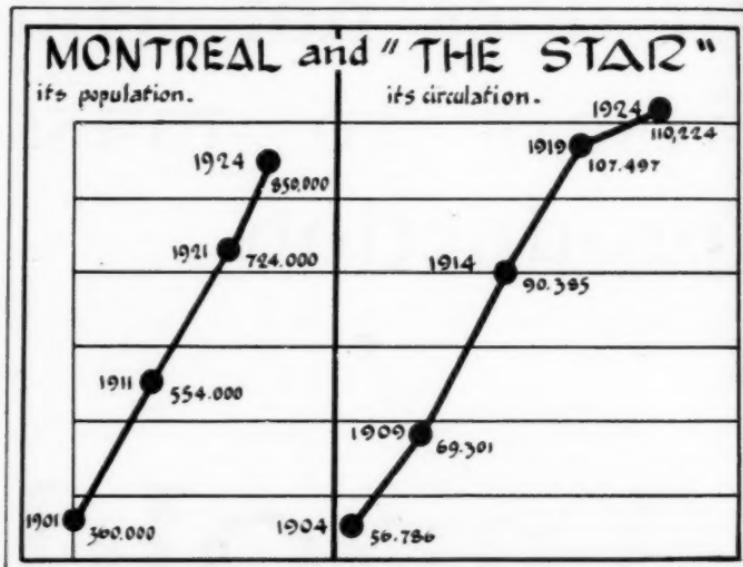
Arnold Joerns Building - CHICAGO - 26 East Huron Street

Dec. 11, 1924

The "STAR" of Montreal

*The Greatest Newspaper and the Greatest
City of Canada*

THE GROWTH IN RECENT YEARS OF MONTREAL AND THE STAR



Montreal and The Montreal Star have grown up together—rapidly but steadily. Now that Montreal is Canada's Greatest City and the Star Canada's Greatest Newspaper, the two are so closely identified that even those who are most strongly opposed to the Star's political views speak of the paper with pride as a National institution and boast of it to acquaintances from other cities.

The Montreal Daily Star.

"Canada's Greatest Newspaper"

Established 1869

New York

Chicago

MONTREAL

Toronto

London, Eng.

this restriction. While a straight-laced editorial article will not itself mention a manufacturer, a foot-note to the article will say, "We are indebted to the courtesy of Smith & Jones for the illustrations in this article."

Another business publication with a pious attitude that no manufacturer's name must be mentioned in its editorial pages will run four to six pages in the rear of the magazine under a special heading in which, as the editor frankly told me, they will insert any kind of junk supplied by the advertiser. Again, the advertising staff has discovered how to get around this publication's rules. Quite often among the so-called junk pages you will find "New designs recently produced by the James Brown Company are illustrated on Page 43," referring of course, to the editorial section.

One business publication will take almost anything in the shape of news as long as it refers to its special industry, regardless of whether it is really news or not.

This publication was seeking of an agent, a renewal of a contract of one of the agent's customers. After the agent had actually renewed the contract, the owner of the paper said to the agent, "Did you notice the story we had on . . ? I figured that would help us in getting a renewal." As a matter of fact, the agent had never seen the story and it had absolutely nothing to do with the publication getting the renewal order.

One of the advertisers in a great textile paper told me the other day he was using the paper because of the very great help the editors had rendered him by things published in connection with the idea he was interested in putting across.

Take another publication I have in mind. The solicitors of competing mediums always know when a new campaign is going to break into the field because it is always preceded by a news story in this publication of the product to be advertised. There again is where the shrewd business-paper salesman gets in his crafty work. He will be

careful to prepare the news or articles in just such a shape as he knows will be passed by the editor.

Another publication is most strict about news items concerning advertisers or prospects. Yet it startled the trade sometime ago by running a series of articles nothing more than an institutional story of one of their leading advertisers.

Another publication makes a practice of treating news items from their advertisers with much greater severity than it does any other news item, because—as is explained—the editors do not want to be accused of favoring an advertiser.

I have my eye on one business paper which handles the problem of news matter from the manufacturer better than any trade paper I know of because—the editor is absolutely fearless and independent. He doesn't care for any one but his subscriber. Strange to say, however, another publication issued by the same house does not handle the same problem half as well nor nearly so fearlessly.

One publication, which we know very well, is supposed to have a policy of quoting every side of a story, but the item must have news in it. As a matter of fact, this has worked out into the quoting of some anonymous person on a subject of real importance. Also this same publication will reject a story from one source as being junk, and possibly the next week run a story of identically the same type from someone else.

One agent tells me that in spite of his agency's rather close connection with some of these papers, he very rarely sends in any news stories. He writes them; turns them over to the advertiser; and the advertiser sends them in direct. The agent has discovered that the story as submitted by the advertiser gets very much kinder treatment than if it came in through the agent—the advertiser is supposed to be not quite as crafty as his agent.

Last month I was talking to a manufacturer—one of the shrewd-

1,585,858

Guaranteed Circulation

Reaching 4 million readers in the Southern States

The strong influence of religious publications in the Southern Home is a well-recognized fact, and more than 4,000,000 members of the Methodist, Presbyterian and Baptist churches in the South present a highly fertile and virgin field for

National Advertisers

General Publicity is what you need in the South. You will not find any other group of publications that furnish you such a well distributed circulation. Over 1,500,000 reaching every Southern State, and rapidly increasing.

Our list includes—

4 Monthlies - -	469,648
3 Quarters - -	600,683
3 Young People's Weeklies—	227,893
24 Official Church Weeklies—	287,634
<hr/>	
	1,585,858

The advertising space in these publications is limited. Now is the time to place them on your list for 1925 business.

Special Representatives for Weekly Papers—

D. J. CARTER
1506 Union Trust Building, Chicago
ROBT. M. HARVEY
17 West 42nd Street, New York

Lamar & Barton, Publishers
810 Broadway, Nashville, Tenn.
"We Cover the South"

est I know. I led him into the subject of the editorial side of business papers. He said:

"Let me tell you about one trade paper we used for a year. It looked good at first but we found that it was not above opening its columns indirectly to manufacturers who were spending money for space—that it published in its editorial columns in the dress of news matter, material that was practically advertising for these manufacturers—that the paper showed a lack of real editorial brains that would help the field. This condition was a real contributing factor in our discontinuing our advertising in this publication."

This publication is not, I believe a member of the Associated Business Papers.

I have in my files a letter from an agent who says:

"You know the Association policy about free publicity. The fact of the matter is, we are constantly asked for publicity articles by trade papers. The very best ones don't do it but a great many others will publish almost as much as we send them."

I asked an agency space buyer who is looked up to as having exceptionally sound judgment, to put his thoughts in writing. He says, "How many real readers are there in the circulation? That is the question worrying buyers of space.

"The number of readers can be made to approach the quantity of circulation only as the merit of editorial content makes for reader-interest and reader-confidence. These qualities are the ones we crave in a publication.

"Whenever a publisher or his representative says to me, upon receipt of an order 'What can we do for you?' I always reply, 'the most important thing you can do for us is to produce such a fine paper that your subscribers will be looking forward to the receipt of each issue. Reader-interest breaks wrappers and gives our advertisement a chance to be seen. Do that for us and the advertisement we have written will take care of the rest.'"

A business paper in order to



The Way is Paved for Your Selling

THE easiest sales to make are to warmed-up prospects—the people who in respect to your goods are *buying-minded* beforehand.

If you sell a product allied to the vast and growing sport interests of America, your advertising in Sportlife will take you to 100,000 enthusiastically buying-minded sportsmen.

Sportlife, appealing to the full round of their interest in sports, warms them beforehand to a receptive attitude towards every product that caters to their enjoyment of the out-of-doors. It prepares the way for your selling.

*Sportlife's circulation—110,000 net paid A. B. C.—is
the largest A. B. C. circulation of any sports periodical.*

A. W. Brownell

GENERAL MANAGER

Sportlife
*The NATIONAL MAGAZINE
of SPORTS and RECREATION*

Advertising Headquarters, 110 West 34th Street, New York

justify its existence should be willing to employ the best available brains in its field. It costs money but it makes readers out of circulation. And it inspires confidence which spreads to the advertising section and increases results.

By this I don't mean that a publisher should simply invest substantial sums in editorial brains so that subscribers will respect the paper and regard it as the authority in its field. It won't hurt to have it interesting and inspiring as well as erudite. This is where business news skilfully handled will increase reader-interest.

People like to know what's going on in the field. They like to hear about success and how it happened. Human interest scores; for example, a farm paper may publish an article on the general theory of using tractors; or it may publish a story about how Jones increased his profits 30 per cent last year by using a tractor. The latter would undoubtedly be a more interesting story because it

contained the success and personal elements. If handled intelligently, material of this kind (important gossip and instruction inspiring success articles) ought to liven up a paper.

Puffs should be religiously avoided. They kill reader interest about as effectively as anything I know of.

Frequently, however, names can be mentioned where they add to the value of the item to the reader. And value to the reader should be the test. Will our readers be glad to know about this? Is it real news? Is it interesting or instructive?

The whole thing calls for good judgment rather than a set of rules—except perhaps one rule—avoid *empty puffs*—they are a delusion and a snare.

This morning I received from a business paper an outline of its editorial content from which I will quote the first two paragraphs as embodying the kind of program that space buyers like to see in a publication: This paper says that its mission is "to assist our read-



10,000 CONVENTIONS and EXPOSITIONS Next Year

Exhibits are the starting point on a direct pathway to increased sales.

Plan now to exhibit your product at the 1925 Conventions and Expositions that will draw an attendance from the industries you serve.

You can easily select a good number of such events from the monthly issues of "**World Convention Dates**"—which gives the meeting place, dates, secretary's address, and attendance for 10,000 annual Conventions, Expositions, Fairs and Banquets.

3,500 important coming events are announced in the special DECEMBER issue.

Send \$15 for annual subscription (12 issues) or ask for descriptive leaflet No. 6.

**HENDRICKSON PUBLISHING COMPANY, INC.
1402 Broadway New York City**

An Appreciation

THE mails have brought many letters from people who want to know who is William E. Cameron, whose agile mind has created for me the writing called by its author "Typus Fever."

Architect, writer, artist, versifier, advertising man, business man, is William Edwards Cameron. His friends know him as Bill—just good old Bill.

And when I lift the mask which modesty must wear, and look deep into Bill's heart, I know why his advertising campaigns are classics; why he works wonders with life's most intricate tool—simplicity.

Cameron's mind is unique among the minds of men. That is why his work, his personality, his understanding grasp on the principles of his calling, his love of every form of beauty—and his ability to fuse them with everything he does—are likewise unique.

His remarkable ability found expression, at various times, with N. W. Ayer & Son and George Batten Company, as well as in the newspaper business and as superintendent of a printshop. This business experience, his world-wide travels, his tireless reading and delving after the obscure, are factors which make his work and his opinions worth while.

For years he has hidden his light under a bushel. He has not been known and quoted enough. For printing and advertising, he has done much. Therefore I pay Bill Cameron this inadequate tribute.

E. M. DIAMANT

DID YOU GET YOUR COPY OF "TYPUS FEVER"?

E. M. DIAMANT TYPOGRAPHIC SERVICE
195 LEXINGTON AVENUE at 32nd Street NEW YORK
TELEPHONE CALEDONIA 6741

Dec. 11, 1924

Audit the Past and Budget the Future

Business today, with all its human factors, is an exact science. The dividends of success are earned by managers whose operations are based upon dependable *facts* and figures.

The success of tomorrow is *planned* today. It is built upon the success of today, which the plans of yesterday made possible.

The Detailed Audit provides the exact knowledge modern management requires. It is *complete* in its presentation of the facts behind the figures. It is free from the qualified statements of the balance sheet audit. It is the *whole truth*—the necessary and *only* basis for the Budget.

The Business Budget protects profits, by preventing loss. It safeguards against over-expansion, over-production, over-expenditure. It shows the volume of expected sales, the consequent production schedules and inventory requirements. It is the business *plan*—a *guide*, not a law—based upon judgment, past experience, figures and facts.

Progressive management *knows that it must know*, and budgets the future. Elimination of ignorance and guess-work is as necessary to business as profit itself—for the SAVING MADE thereby *IS* profit—just as the difference between cost and selling price is profit.

ERNST & ERNST

AUDITS — SYSTEMS
TAX SERVICE

NEW YORK	CLEVELAND	DETROIT	MINNEAPOLIS	LOS ANGELES
BUFFALO	CINCINNATI	GRAND RAPIDS	ST. PAUL	ATLANTA
ROCHESTER	TOLEDO	KALAMAZOO	DAVENPORT	NEW ORLEANS
BOSTON	COLUMBUS	PITTSBURGH	INDIANAPOLIS	DALLAS
PROVIDENCE	YOUNGSTOWN	WHEELING	ST. LOUIS	HOUSTON
PHILADELPHIA	AKRON	ERIE	KANSAS CITY	FORT WORTH
BALTIMORE	CANTON	CHICAGO	OMAHA	SAN ANTONIO
RICHMOND	DAYTON	MILWAUKEE	DENVER	WACO
	LOUISVILLE	MEMPHIS	SAN FRANCISCO	

TAX OFFICE: 910 TO 918 MUNSEY BLDG., WASHINGTON, D. C.

ers in the solution of their daily problems. Our editors and contributors are men whose technical training and broad experience command the respect and confidence of all engaged in this field. The result is an intimacy between our editors and our readers that attract exceptionally favorable attention to the messages of advertisers."

This paper says further on the subject, "Why they read it is because every number is brimful of information of practical value contained in a form which is neither rudimentary nor theoretical—of live topics that keep its readers abreast of progress in their chosen field."

Finally I would like to say this: A useful thought for a business-paper publisher to keep always in mind is the fact that renewal subscriptions constitute the acid test of reader-interest.

I have given you what a few agents think of this matter of business news.

I have described some editorial practices in handling business news.

I have quoted an advertiser and a space buyer.

Everything I have said emphasizes how important you editors are in the whole picture and how we all must look to you to improve certain conditions which are hurting business.

I am afraid that your Association passing stringent rules won't help the situation much, if only because so many of the weak business publications are so hard up. They are hard up because they're weak; they're weak because they are hard up. The owner is often the editor or co-editor. He would like to make his news columns as interesting as possible. He would like to keep out too fragrant puffs of advertisers and prospects, but he thinks he can't get the contract unless he prints a lot of worthless slush about the manufacturer before or after he gets the contract.

He's even frightened of his men who bring in the business.

They often force him into paths he has no wish to travel.

As I said once before, "His



A Scotsman started it

*YOUR favour of 17th duly received,
and yesterday afternoon the parcel
containing the Tobacco.*

*"I thank you very much for your kind
attention to this small individual order,
for your excellent Tobacco.*

*"I am very glad to furnish you with
the figures showing the cost of Tobacco
delivered to me at this office.*

2 lbs. BARNEY'S TOBACCO inc-	55.00
cluding postage).....		
U. S. Duty 55c. per lb.....	1.10
U. S. Revenue Stamps etc.....50
		57.20

*an actual cost laid down here of
\$3.60 per pound."*

This, followed by an order from a Pittsburgh Steel Magnate for supplies to be sent him to Palm Beach, settled it. It convinced us that AMERICAN SMOKERS OF THE PIPE were willing to take a little trouble to get a real smoke.

Barney's

the Ideal Tobacco

Britain's Best Pipe Tobacco

can be purchased direct from England. Packed in 2 ounce or 4 ounce patent hermetic tins. It reaches your pipe in the delightful condition that it leaves the factory in Old England. BANNER'S is mildum, and meets the requirements of most pipe smokers exactly. Scotchmen send home for it from every corner of the Earth; they know how good it is.

Mail us a trial order for 2 lbs. weight, enclosing draft for \$3.60 only. (Two pounds is the minimum we can ship British Duty-free)

John Sinclair, Limited

24 Holborn, London, England
Also at Edinburgh, factory at Newcastle-on-Tyne

(Customs Duty U. S. \$1.60; you pay on delivery of goods).

He's now—

Manager of Sales and Advertising for one of the big nationally advertised men's clothing manufacturers. His house's sales for Spring, 1925, show a better percentage than any in its class.

Training includes department stores, other retail, advertising agency and manufacturing. Acquainted with many varied lines.

Productive organizer and trainer of salesmen; responsible executive; congenial team-worker; good public speaker; writer of unusually successful copy and sales letters; contributor to "Printers' Ink." Married; 41.

Would make valuable sales and advertising manager for some large concern; or partner in a sound young business on its way to the top; or one of the upper group in a real advertising agency.

Unquestionable evidence of character and business ethics will be given and expected.

There's something human about this chap. He cusses when he's mad; has enough humor to take a licking and then come back and win; enjoys his work and likes to make it a pleasure for those around him. Former New Yorker, but never a Broadwayite.

Realizes that success depends on mutual profits. Will see to it that his new associates enjoy a thoroughly satisfactory yield from his services, and expects an adequate return—either in salary or part salary, part real opportunity.

Accustomed to sitting with Boards of Directors and dealing with big men. Familiar with finance, credits, processes, markets and the broad aspects of business. Tireless, unassuming, resourceful.

Doesn't care for golf. Otherwise apparently normal.

"MAX," SUITE 1216
58 East Washington St.
Chicago, Ill.

wishbone is stronger than his backbone."

He needs help from you fellows who have fought the battle and won.

This is more than an association matter.

Isn't it possible for you to get all the business papers together forgetting barriers and lines of demarkation and thrash this matter to a finish? It certainly would be a move in the right direction.

Then you could get all the weak sisters, within and without your ranks. You could bring them to a point of appreciation of the value of legitimate news as news. You could get them to see how valueless is all free junk. Then you might be successful in getting the "strict" fellows to a point of admitting that their selling representatives are cleverly evading their restrictions and show these same "strict fellows" how they might frankly throw open their columns to legitimate news—surely if all this could be brought about, a great step forward will have been taken.

I make this suggestion knowing that I lay myself open to the question from you,

"All right, what is legitimate news?"

Honestly, I think that must be for you to decide. Once you have decided, we agents are in duty bound to accept your definition, unqualifiedly.

In bringing the weak sister around, the angle of self interest is perhaps your strongest appeal. The average reader of a business paper can quickly detect editorial puffs. The minute the publisher illegitimately lets down the bars, he is inviting all sorts of inroads upon his editorial space that will weaken his publication with his readers—his bread and butter.

If any paper has doubts regarding the value of maintaining an iron-clad policy opposed to any indiscriminate free press agent stuff, look at those publishers which, in their own minds, they consider genuine successes—in the magazine field, farm, business papers, etc.

If possible, arrive at something

Dec. 11, 1924

MOVING!



Our New Home
Indianapolis, Ind.

The Indianapolis Chamber of Commerce welcomes The American Legion Weekly to Indianapolis, and invites other publications to locate in Indianapolis, the city of easiest distribution



Our advertising headquarters in New York, our western office in Chicago and our representatives in Boston, Los Angeles, San Francisco and Seattle will help you

INCREASE YOUR SALES IN 1925

The Majestic Bldg.
Chicago



The Prudential Bldg.
New York

The
AMERICAN
LEGION
Weekly

22 Madison Avenue
New York, N.Y.
New England Representatives
CARROLL J. SWAN
Pacific Coast Representatives
BLANCHARD-NICHOLS-COLEMAN

22 West Monroe Street
Chicago, Ill.

that you can all agree upon. This, of course, is so perfectly obvious that it seems silly to mention it, but nevertheless, it is a fact that the wide divergence in the policy I have pointed out between various business papers in handling trade news has the honest agent—the honest advertiser guessing.

Don't be afraid to do a little policing if necessary among your own members.

Sometimes I think we are all too apt to stress our strong units and stroke our stomachs complacently since they maintain such high standards and are monuments of both uprightness and probity.

It's the same with us agents as it is with you business papers.

I am willing to agree that in many papers the "paste pot and shears editor" is gone—that the publisher in many cases feels that a real editor must have definite standing in the business estimate of his fellows and must work hand in hand with the principal factors in the field; that his experience must be of value in directing pol-

icies. I know that some editors are presidents of outstanding societies and I also know that our greatest corporations often call in these men in consultation concerning big moves the corporation is contemplating.

In spite of this condition, editorial strength is not a universal attribute of business papers.

You will again say that much of this weakness is outside your association. Much—yes, but by no means all.

Associations are fine things. But sometimes I wish they had had more influence on those who are not members.

Would you consider it presumptuous if I urge the most careful consideration of "out" work by the Associated Business Papers?

"Am I my brother's keeper?" Yes, you are, because it is inevitable that this weak editorial streak within and without the ranks is hurting business papers as a group.

I've talked at length and it would not be unnatural for you to

An advertising illustrator

of remarkable versatility, who is favorably known to art buyers of New York, is available for an arrangement that would give him part of the day or week to further his studies.

He has a fine collection of examples to show in both line and color.

He numbers among his clients the best of agencies, printers and lithographers.

With good taste, a fine sense of decoration and design accompanying many years' experience in the planning and executing of every practical problem, he could be an important addition to some organization. *Address Printers' Ink, Box W. 195.*

HIKE

The Proper Plate for that Newspaper Job!

(A message to the plate buyer who is in the market for best Newspaper Ad-reproductions at lowest cost.)

When a stereotype of the proper alloy is carefully moulded at the correct heat, it can be the finest medium procurable for reproducing newspaper ads. It can be capable of greatest fidelity — longest wear — hardest use — most severe abuse. It can cost less than any other form of plate. When it does not measure up to all these specifications, it is not a Gagnier Stereotype. For a Gagnier plate makes perfect reproductions at from 15% to 25% less cost than any other plate and it costs 30% less to mail.

LOAN US Your Most Difficult to Reproduce Newspaper PATTERN PLATE

We will make you free and ship, postpaid, Gagnier sample plates and mats — you to be the judge of their quality. Mail pattern to Gagnier Detroit Office.

GAGNIER STEREOTYPE FOUNDRY

(The Gagnier Corporation)

DETROIT

P. O. Box 426
Main Office and Foundry

CHICAGO

Western Division Office
222 N. Michigan Avenue

NEW YORK

Eastern Division Office
51 E. 42nd Street

GAGNIER PLATES & MATS

Reader Confidence

"Accept this, my second five-year subscription for Success Magazine, as an endorsement to new subscribers. It is the best testimonial I can give."

(From a Baltimore Subscriber.)

There is probably no other publication which has as great a degree of friendly personal relationship with its readers as



FOUNDED 1898 by Dr. ORISON SWETT MARDEN

A glimpse at the daily mail is convincing evidence.

It is this reader confidence that makes ADVERTISING RESULTS!

You can buy these results on a rising market (132% gain in circulation since January '23) at only \$400 a page.

[*There's Just Time For You
To Make the February Issue!*]

SUCCESS MAGAZINE CORPORATION
251 Fourth Avenue, New York

New England Office
194 Boylston St., Boston
TRAVERS D. CARMAN
Representative

Western Office
10 S. La Salle St., Chicago
ROBERT M. BANGHART
Representative

ask how does the American Association of Advertising Agencies stand in regard to these things we have been talking about. One plank in our Standards of Practice is:

A member agent must refuse to engage in the practice of indiscriminately attempting to obtain for advertisers that type of free publicity that has neither legitimate news, education nor editorial value.

Now I know a number of our members or their customers are furnishing the awful stuff you read about motor cars and radios in the daily papers. Some day I hope that will be done away with. In the meantime, the agency association has a grievance committee and if any of our members are in your opinion, breaking the spirit of that plank in our Standards of Practice, you have a right, in fact, you are urged, to send your complaint to the Grievance Committee of which Roy Durstine of Barton, Durstine & Osborn is the chairman.

What have I to suggest?

There is a middle ground between the "strict" and the "unlimited" interpretation of trade news—one which in my opinion it is quite feasible for an editor to adopt.

Combine the definition of news I quoted from the dictionary "fresh information about something that has just happened" with service to the reader. If stating the manufacturer's name will be a real service, state it. If the item is not fresh information, turn it down. Hew close to the line with service to the reader always uppermost.

If this service to the reader or subscriber is the governing factor in the minds of both advertiser and publisher, the former will not make unreasonable requests for co-operation on the part of the editor, nor will the latter refuse to print information which might prove of untold value to his subscribers.

To conclude I urge:

- (1) That you take no step that will bring back the unbridled write-up.
- (2) That you go thoroughly

into the definition of business editorial news, so that advertiser, advertising agent, and editor will recognize the definition.

(3) That you as an association, enforce this definition in your ranks.

(4) That you get together an East and West convention of all business papers, whether they are A.B.P. or not and thrash this matter out.

(5) That you editors listen as a group with tolerance to group business staffs and group agencies and to subscribers in an honest endeavor to get at a sound fundamental in regard to what it is your people want.

(6) That you go into this matter of reader interest not trembling lest the popular appeal will replace the scholastic but rather with the desire of finding that appeal which will always "break the gum on the wrapper."

(7) That you take the whole solving of these hard questions in a give and take spirit, not losing your sense of proportion through tenseness nor your advantageous position as leaders of opinion through flippancy and indifference.

The work before you is hard. The progress you will make will be slow. Yet every member of my association, and every fair thinking agent outside of it, will be solidly behind you.

New England Campaign for Cafeteria

The Georgian Cafeteria Company, Boston, Mass., has appointed The Goulston Company, Inc., Boston, advertising agency, to direct its advertising. A newspaper campaign is planned for New England.

Has American-Akron Tire Account

The American Rubber & Tire Company, Akron, Ohio, manufacturer of American-Akron tires, has appointed Eddy & Clark, Inc., also of Akron, to direct its advertising account.

Advertising Club Started at Beaumont, Tex.

A new advertising club has been formed at Beaumont, Tex. Harold Scoggins is president and Robert Casey is chairman of the program committee.

A New Idea

Almost ten years of intimate contact in shaping public opinion for one of New England's greatest corporations has given me an experience and knowledge which is unquestionably useful to other corporations.

Added to that effective achievement I have worked as sales and advertising manager for several important concerns.

All of this work has been centered on and directed towards the development of certain unique principles of public and customer relationship and advertising.

As these problems are of real interest to all corporations and public utility companies an interview with me would be worth your while.

It should result in giving you a new idea of what can be done in creating a favorable opinion toward your business and a greater acceptance of your advertising. Address:

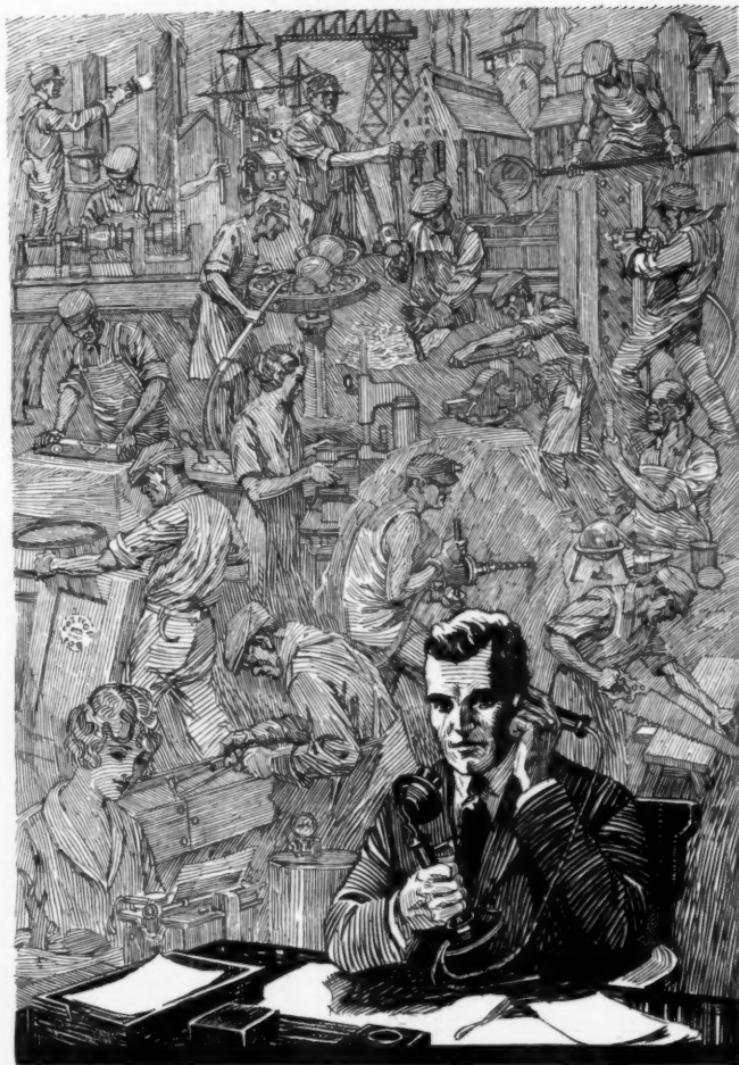
William Cushing Bamburgh
195 Hicks Street
Brooklyn, N. Y.

When Minimum Order Rule Is Not Good Merchandising

(Continued from page 8)
give most of them away. When he sees a condition of this kind he naturally is going to order sparingly of other numbers, and how can the manufacturer consistently refuse to sell him?

The whole matter is one that has to be handled in a broad way. Such expedients as making extra charges for packing and shipping small orders usually only annoy the dealer in an unnecessary and somewhat petty manner, but do not get the manufacturer anywhere. There are some exceptions to this, as in the case of the Furst Bros. Company of Baltimore, manufacturer of mirrors and picture frames. Arthur Nusbaum, president of the Furst company, tells PRINTERS' INK he has eliminated fully 75 per cent of his unprofitable small orders by making a packing charge of fifty cents on all orders aggregating less than \$15. He backs the rule up, however, by constructive grouping of related assortments in his catalogue. These make it easy and natural for the dealer to raise his order to the required limit.

On the other hand, we have the experiences of a number of St. Louis shoe manufacturers who have been pestered almost to distraction by a flood of small orders. In a single day just before Easter this year one concern filled more than 3,000 separate orders averaging less than \$30 each. It can easily be seen what an enormous tax this is on the shipping and billing departments, organized as most of them are. The shoe men in St. Louis have tried all sorts of schemes to combat this condition, including one of charging ten or fifteen cents a pair extra for shoes in less than dozen lots. But so far not one has been able to put this over. They were surprised at the amount of what the advertising men call "dealer resistance" to this extra charge idea.



PUBLICITY ART SERVICE
112 EAST 19TH STREET ~ ~ NEW YORK

**Correct display of modern business
activities for industrial advertising**



Wanted

Agency Man of Exceptional Ability

A New York Agency, having full recognition and handling some well known National accounts, is expanding and offers an unusual opportunity to a successful account executive, solicitor or copywriter.

The man who qualifies will become Vice President, will take an active part in the management, and as soon as results justify, may secure an interest in this growing, medium sized, Christian Agency, where working conditions are exceptionally pleasant. His income will be limited only by his results and ability.

Please write fully, in confidence, giving experience, earning capacity, religion, age, etc.

Address "B," Box 197, care of Printers' Ink.

TWICE A WEEK
OUR CARRIER
BOYS put Shopping
News into 215,000 homes
in greater Cleveland and
towns within a thirty-mile radius.

They do this in an average time of three hours.

Similar distributions will be made for high-class national advertisers at a reasonable charge. For details write

CLEVELAND SHOPPING NEWS
1431-39 E. 12th St.
Cleveland

When a shoe manufacturer is imposed upon in this way by a dealer who simply uses him as a temporary convenience he can make the extra charge consistently. But how is he going to do this with regular customers who buy all the year in good quantities and who occasionally fill in with small orders? The answer is that he cannot. This has been established by a number of firms that have ascertained by rather bitter experience that the dealer not only has rights in this respect but is going to insist upon having them observed. It makes a difficult condition for the shoe manufacturer, but inasmuch as there is no way out of it he may as well take his medicine cheerfully, after the fashion of the W. L. Douglas Shoe Co., of Brockton, Mass. George B. Hendrick, general sales manager of that company, goes so far as actually to encourage small orders. In this manner the Douglas company has built up a very large increase in its "direct-to-the-dealer" business. Naturally it does not make as much profit on the individual small order, but it gains through volume, through the increase in general good-will and from the all around building up of the retailer that this policy helps make possible.

Certain manufacturers and jobbers have found that orders can be increased through the proper grouping of merchandise offerings. As a precedent for this they go back to the simplest and most elementary of selling principles. Illustrations of these principles are to be encountered on every hand by all people who buy goods either for their own use or for selling. A woman sees an apron advertised in Montgomery Ward & Company's catalogue. It is priced to her at three for \$1. In only the exceptional case does she order one. The company perhaps would lose on selling one but makes a profit on the three. One of the cigar chains gained an enormous increase in its sales for a certain line of advertised five-cent cigars by tying them up in packages of ten.

Manufacturers of aluminum

To Reach { Lumber Manufacturers,
Woodworking Plants
and Building Material
Dealers use the

American Lumberman

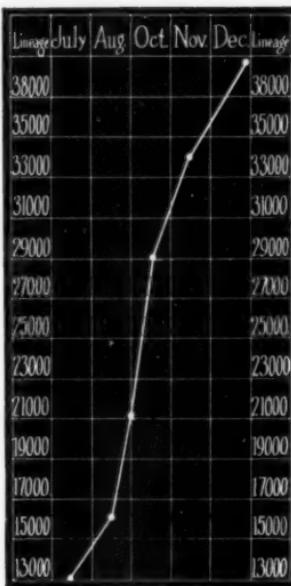
A. B. C.

Est. 1873

CHICAGO

Recognizing The Power of The Unit *Why*

is it that Arts and Decoration publishes more advertising than many other magazines, some having circulations *ten to fifty times greater* than ours?



Because

mere quantity of circulation does not create business for the advertiser; it is the character and influence of a magazine and where it circulates that counts.

The six months growth in advertising volume as shown in the above graph, is a remarkable demonstration of the increasing recognition Arts and Decoration receives from advertisers.

ARTS and DECORATION
45 West 45th St., New York City

Boston
TRavers D. CARMAN
194 Boylston St.

Member A. B. C.

Chicago
MACY & KLANER
Wrigley Bldg.

Announcing Removal of Our Offices

The steady growth of the Company's business has again necessitated the acquisition of additional office space.

So that December 6th the offices of The Green, Fulton, Cunningham Company were removed to the fifth floor of the new London Guarantee and Accident Building at 360 North Michigan Avenue.

The Green, Fulton Cunningham Co.

Advertising in All Forms

London Guarantee and Accident Bldg.

360 N. Michigan Avenue

C H I C A G O

(1)

ware, enameled ware and similar bulky merchandise do much toward cutting down the minimum order nuisance through offering assortments. An assortment of aluminum, let us say, consisting of items ranging all the way from small to large may be sold to a dealer on a basis that will enable him to sell the items at a quarter each and make a satisfactory profit. Or if he so desires he may sell the larger items at fifty or seventy-five cents and the smaller ones at a dime. In any event, by purchasing the assortment, he has acquired enough aluminum ware to make him feel a sense of selling responsibility. With the assortment usually goes selling helps that enable him to turn it quickly. Thus both he and the manufacturer show a better profit than would have been the case had he not been encouraged to buy in a rather ambitious way. Similar selling plans move great quantities of enameledware, glassware and china.

It is remarkable how the intelligent use of this assortment idea can cut down the tribulations caused by dealers sending in little dabs of orders to be filled from open stock. The assortment, however, must be all of live merchandise that will sell readily. Retailers not such a great while ago used to shy away from the assortment way of buying because along with the good merchandise would likely be included some "lemons." But manufacturers now are learning not to make the aforesaid "lemons" but to offer the dealer goods that they know he can sell.

Probably the biggest job manufacturers have before them right now is that of persuading the retailer that, in justice to himself as well as to others, he ought to do his full fair share in the way of future merchandise commitments. If it were possible for the manufacturer to produce from month to month merchandise in strict accordance with his selling needs and if the jobber and retailer could purchase in like manner, everybody's selling, profit-making and turnover troubles

Where Results are Checked

IN mail order printing where results mean success or failure—Artgravure is being increasingly used.

Because—it creates more reader interest and produces more sales.

Ask for Our Booklet

ART GRAVURE CORPORATION

* ART *
GRAVURE
Pictorial Printing
 NEW YORK CLEVELAND
 406 WEST 31ST. PLAIN DEALER BLDG.

EVENING HERALD

Los Angeles, Cal.

Gained 6,631

Daily Average Circulation

Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.

It Covers the Entire Los Angeles Field Completely

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York
 G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
 A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

ALL PROCESSES ENGRAVING AND PRINTING

Thoroughly covered in a non-technical way in "Commercial Engraving and Printing," by Charles W. Hackleman (second printing). No other book compares with this one in setting forth its comprehensive and usable form, the essentials of the various processes and methods. It is an education in itself for every advertising man. 840 pgs., over 1500 illus., 35 related subjects. Price \$15.00 postpaid.

Write for FREE prospectus showing outline of contents, sample pages, approval offer, payment plan, etc.

**Commercial Engraving Publishing Co.,
Dept. PD Indianapolis, Ind.**

LITHOGRAPHED LETTERHEADS FOR \$1.25 PER THOUSAND

COMPLETE

IN LOTS OF 25,000

ENVELOPES TO MATCH \$2.00 PER THOUSAND
Booklet of engravings and samples of our work will be sent upon request.

GEORGE MORRISON CO.
422-430 E. 53rd St. New York City
TELEPHONES PLAZA 1874-1875
Established 1898 Incorporated 1905

Tourists spent \$350,000,000.00 in Florida last winter

How much did they spend with you? The TOURIST NEWS economically reaches this fertile market

Write for booklet

TOURIST NEWS
St. Petersburg Florida

COPY that translates the shimmer of silk, the glitter of gems, the soul of a perfume, into words that tempt and persuade.

ANNE LANE, 125 West 16 Street
'Phone Chelsea 6600 Between 12 and 2

would be gone. But it will not work out that way. Most merchandise has to be made a long time before it is sold and consequently somebody has to take a risk. The manufacturer takes most of it and some of the jobbers assume their fair share. But when the dealer, through timidity or otherwise, does not buy in sufficient volume or far enough ahead the jobber has nothing sufficiently tangible upon which to base his future commitments, and he becomes conservative in ordering from the manufacturer. The likely result is a shortage of goods. At least there is uncertainty which interferes with selling all along the line and probably makes for higher prices.

But of course appeals to the dealer on this basis will not amount to much. He has to be made to see the thing from a standpoint of self interest and then the objective is gained under another name. The way not to impress the dealer with the sense of his responsibilities is to attack the small order. It can be increased through logical and natural causes. But it always will be here. It should be. Moreover, the dealer must have the small order privilege without being penalized by extra charges of any kind.

Buys Interest in Eustis "Lake Region"

T. Jeff Bailey, for many years in newspaper work in the Southern States, has purchased a half interest in the Lake Region Publishing Company, publisher of the Eustis, Fla., *Lake Region*.

Has Securities Account

The advertising account of The Securities Guarantee Company, Cleveland, has been placed with The Harm White Company, advertising, also of Cleveland. Financial publications and newspapers in the East and Middle West will be used.

J. W. Furner Joins Commercial Poster

J. W. Furner, formerly with the Charles Everett Johnson-Grauman Studios, Chicago, has been appointed Chicago representative of the Commercial Poster Company, Cleveland.

Announcing

the consolidation of

THE FRANK R. NORTHRUP ORGANIZATION

with

THE P. B. INGRAHAM CO.

to form

INGRAHAM-POWERS, Inc.

Newspapers' Advertising Representatives

P. B. Ingraham, who was formerly associated with well-known newspaper representatives and also with Printers' Ink as Advertising Manager, recently established his own newspaper representative office. He will be in charge of the New York office with an adequate sales staff.

E. J. Powers was manager of Frank R. Northrup's Chicago office for seventeen years and will continue in that territory, as before, where he has a wide acquaintance among advertising agents and national advertisers.

The newspapers represented by this organization will be given a constructive, business-like service which will be welcomed by advertising agencies and advertisers alike.

INGRAHAM-POWERS, Inc.

350 Madison Avenue
New York City
Murray Hill 1075-1076

19 So. La Salle Street
Chicago
Central 4461

New England—An Ideal Territory for Try-Out Campaigns

The many individual markets that make up the New England territory are ideal for try-out campaigns. An advertising campaign in these representative markets will give any manufacturer a true picture of how his products will take in other sections of the country.

All classes of consumers are represented in New England. The industrial centers with their factory workers and laborers; the business centers with their consumers in the "white collar" class; the coast towns with the "toilers of the sea" and the agricultural sections with the farmers.

Due to advantageous geographical conditions all these individual markets exist within a small area. Each and every market is part of a highly concentrated territory which goes to make up New England.

Each of these individual try-out markets can be covered by the newspapers listed below. These fifteen newspapers are leaders in fifteen markets of New England. All of the publications combined give you a wide coverage of the entire New England market. (Except metropolitan Boston.)

Look into the cost of conducting campaigns in these typical centers. You will find it to be comparatively low.

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir. 42,171 P. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)
Daily Cir. over 12,079 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

PORTRLAND, ME., EXPRESS
Daily Circulation 27,792
Member A. B. C.
Population 69,169, with suburbs 75,000

BROCKTON, MASS., ENTERPRISE
Daily Circulation 22,685 P. O.—2c copy
Population 71,000, with suburbs 100,000

MERIDEN, CONN., RECORD
Net Paid Cir. 7,348 A. B. C.—3c copy
Population 37,739, with suburbs 60,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 12,983 A. B. C.
Member A. B. C.
Population 22,779, with suburbs 40,000

FITCHBURG, MASS., SENTINEL
Net Paid Circulation 11,410 P. O.
Member A. B. C.
Population 41,029, with suburbs 110,000

LYNN, MASS., ITEM
Daily Circulation 16,627 A. B. C.—3c copy
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS. STANDARD
MBROURY
Daily Circulation 32,425 A. B. C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS
Daily Circulation 21,154 P. O.
Member A. B. C.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 64,783 A. B. C.—2c copy
Population 129,563, with suburbs 425,000

WORCESTER, MASS. TELEGRAM GAZETTE
Daily Circulation 86,049 A. B. C.
Population 193,666, with suburbs 350,000

PAWTUCKET, R. I., TIMES
Net Paid Circulation 25,711 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST
TELEGRAM
Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES
Daily Circulation 45,229 A. B. C.—3c copy
Population 138,036, with suburbs 373,090

EACH OF THE NEWSPAPERS here named is a power in its home community.

Wayne Tank & Pump Plans Campaign in Foreign Markets

The Wayne Oil Tank & Pump Company, Ft. Wayne, Ind., is planning a foreign advertising campaign to aid in the development of sales organizations for its products in Australia and throughout the various countries of Europe. Newspapers and magazines will be used.

L. B. Dudley Joins Michigan Electrotype Company

Lynn B. Dudley, for the last two years secretary of the Campbell-Trump Company, Detroit, advertising agency, has joined The Michigan Electrotype & Stereotype Company. He was for seven years advertising manager of the Federal Motor Truck Company.

K. W. Akers with Powers-House Agency

Kenneth W. Akers has joined the creative department of The Powers-House Company, advertising agency, Cleveland. Until recently he was with The Roger Williams Company, and for five years previously he was with Fuller & Smith, also of Cleveland.

D. R. O'Brien Joins "Columbia"

Donald R. O'Brien, for the last five years with the New York and Chicago offices of Erwin, Wasey & Company, advertising agency, has joined the staff of Columbia, New York, as New England representative. His headquarters will be at New York.

To Publish "Ice Cream & Soda"

Ice Cream & Soda, a monthly magazine directed to the retail trade, is to be published at New York, commencing with the January issue. Cal Lewis, formerly managing editor of *The Pharmaceutical Era* and *The Soda Fountain*, is publisher and editor.

F. E. Church Joins United States Rubber

Frank E. Church has been appointed manager of footwear sales of the United States Rubber Company, New York. He was formerly manager of the St. Paul branch of that company, and more recently was president of the Beacon Falls Rubber Shoe Company.

Appoint Fralick & Bates

Fralick & Bates, Inc., publishers' representative, has been appointed national advertising representative of the following Oklahoma newspapers: the Ada News, Bartlesville Examiner, Durant Democrat, McAlester News-Capital, Pawhuska Capital, Ponca City News, and Shawnee News.

Portland, Maine

and its trading zone

form the most populous and prosperous merchandising area in Maine, wholesale and retail, and one of the best in the United States in proportion to its population.

 In this Zone
the Evening Express

has by far the

Largest Circulation

of any daily paper

Circulation concentrated where you want it.

The Sunday Telegram has the largest Sunday circulation east of Boston.

National Representatives

The Julius Mathews Special Agency
Boston New York Detroit Chicago

Sales Associate Wanted

Some man wanting a business of his own will find here the real opportunity he seeks.

Acquire substantial interest, full sales control, in established publishing business, with exceptional market. Moderate investment, for sales. Advertising, mail order and salesmen all used.

Man of calibre sought objects to blind ad, hence company name is given. Communications held confidential. Details supplied. Address President

American Securities Service
829 Corn Exchange Bank Bldg., New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 183 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, DWIGHT H. EARLY, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

London Office: 4043 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor

ROBERT W. PALMER, Managing Editor

JOHN ALLEN MURPHY, Associate Editor

ROY DICKINSON, Associate Editor

ALBERT E. HAASE, News Editor

EDITORIAL STAFF

C. B. Larrabee	Roland Cole
E. B. Weiss	Bernard A. Grimes
Ralph Rockafellow	Thomas F. Walsh

James H. Collins, Special Contributor

Chicago: G. A. Nichols

D. M. Hubbard

Washington: James True

London: Thomas Russell

NEW YORK, DECEMBER 11, 1924

How to Use Ideas A manufacturer was telling us recently of a valuable discovery he made while attending a business dinner. In one of the fields in which this manufacturer sells there is an association, which is made up entirely of other manufacturers who use the product of our informant as a raw material. During the dinner there were the usual speeches, in which quite casually the volume of business done by the leading manufacturers in the association was revealed. Since it was generally known that these manufacturers did about 50 per cent of the industry's business, it was a simple problem to figure the industry's volume.

When this information was accidentally disclosed, our friend saw that his company had been over-producing for this particular market. It had been the company's custom for years to make up stock for this industry in advance of the season and then to sell as much of it as possible. Seldom, however, was all the stock cleaned up. Usually the carry-over was so large that it ate up all the profit that had been made on the goods sold.

The cause of this trouble was now easy to see in the light of the disclosures at the dinner. The way to overcome this difficulty would be to cut down production to the requirements of the market. This solution was not so easy as it seems, however. It was difficult to tell in advance just which designs the market would favor. Therefore it seemed necessary to carry a large and varied stock so as to be able to satisfy any buying whims.

The company finally met all these objections by making up samples of its line in advance and having its salesmen take orders from these samples. A sufficient number of orders were taken to indicate the buying trend of the trade before any merchandise, other than the samples, was manufactured. This plan worked out splendidly and is now in general use in the industry. The significant thing about it is that the economy of the plan has enabled the manufacturer to sell cheaper, so both buyers and sellers have been benefited by the idea.

The incident furnishes a graphic example of the value of industries exchanging ideas. If the manufacturer to whom we have been referring had been given access years ago to the information he gained accidentally, the whole industry would have been the gainer. An industry that does not exchange information and does not try to adapt the experiences of the other industries to its own profit, is regarded as backward nowadays.

Dec. 11, 1924

PRINTERS' INK

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As long ago as 1917, we chronicled the methods used by the members of the National Samplemen's Association. The wholesalers belonging to this body learned that they could sell their lines from a very much more condensed plan of sampling than had been used in the past. This plan could not be applied literally by a manufacturer, but it could be adapted to almost any business.

Executives must learn not to expect to find ideas made to order especially for their businesses. The most they can expect is to find ideas that they can adapt to their own lines. The art of adaptation is the secret of successfully using ideas from outside sources.

**One Result
of the London
Convention** The tangible and permanent results of the London advertising convention last summer have been important and numerous. In every department of advertising the exchange of views between men doing similar work on different sides of the Atlantic, broadened the outlook of all.

One tangible result of the convention is the increasing number of young Britishers who are coming here to follow up some of the suggestions they and their fathers received last summer.

The young sales manager of a big British manufacturing company has taken up work within the last few weeks in an American company, to learn our methods of training salesmen to sell sales service as well as merchandise.

The assistant sales manager and the sales promotion manager of a British chocolate and cocoa manufacturing company are making a tour among certain American advertising agencies.

The son of one of the best known printers in England is here for a six months' apprenticeship to learn the details of a direct-mail department so that he may go back home and add such a department to his father's business.

The grandson of the founder

of a large London advertising agency is calling on a number of advertising agencies here. He expects to return with suggestions for the organization overseas.

A junior officer of one of the largest advertisers in Great Britain is now here to study certain details in market research and to purchase a series of twelve advertisements to take back with him. These are but a few of the many instances which have come to our notice recently. One of the men mentioned above reports that there were fifteen young men on the steamer which brought him, all interested in some phase of selling or advertising, who had come here to study our methods.

Sound business dealings are a closer bond between nations than work done by diplomats and the denizens of foreign offices. This pilgrimage of young men is an important result of the London convention and one which in the years to come will help keep the business men of both nations united in a bond of real understanding.

**What about
Traveling
Credit
Managers?**

The sales manager finds it to his own and to his firm's best interests to spend at least half of his time on the road. Considerable evidence supporting this conclusion was brought out in two recent PRINTERS' INK articles concerning discussions among members of the Sales Managers' Bureau of the St. Louis Chamber of Commerce.

If the sales manager finds this use of his time so resultful, what of the credit manager? Doesn't the same reasoning apply? Both deal with the same customers. Take the experience of J. K. Williss, credit manager of the Black & Decker Manufacturing Company. That personal contact with customers makes the credit man's task easier was the whole gist of an address made by him not long ago at the convention of the Motor and Accessory Manufacturers' Association.

"It is much easier," he declared,

Dec. 11, 1924

"to collect money or obtain information if you can write to your customer and call him Bill Smith, than it is to write for the attention of the president or some other official."

Only once in his experience on collection trips, says Mr. Williss, did he find it necessary to ask for money. After brief and unrelated conversation, customers themselves introduced the subject of their account.

But what of the calls when collections are not the objective? There the credit manager has his work cut out for him. Suggestions for following up their collections and slow accounts; information on trade acceptances, the handling of various items of accounting, are welcomed by both jobbers and retailers. "Eager for information," Mr. Williss has described them. Concerning this educational work, he said:

"Certainly anything which we can do to better the jobber's condition in showing him how to keep accounts, or cut his overhead, or to properly handle his finances, is going to be to our benefit. A matter of this kind would necessarily have to be passed on to the jobber by personal contact."

In other words, if the sales manager finds it profitable to leave his desk occasionally so will the credit manager. Personal knowledge of customers is of inestimable value to the credit man. Personal contact makes a world of difference in his relations with customers. It will give the credit manager a sales viewpoint which is vital in profitable credit work.

Lobbying vs. Merchandise- ing

During the recent district advertising convention at Hartford there was much discussion over the alleged loss of New England's prestige in various commercial and industrial lines. Reference was made particularly to the manufacture of paper, of shoes, of cotton and of silk, all of which have wandered from their original place of manufacture.

St. Louis now claims to dominate the shoe industry. Many large cotton mills have gone to the Southern States. Paper is more extensively manufactured in West Virginia and Southern Michigan than at Holyoke. Northern New Jersey boasts of leadership in the number of American spindles and looms for spinning and weaving silk.

But in many other lines New England has held its own. There seems no danger of such enterprises as insurance, the manufacture of silver, of ginger ale, or of tooth brushes leaving that section of the country. Indeed, no records were produced to show that any business that has been consistently and extensively advertised has failed to hold its own, even though located in that isolated part of the United States comprising the Connecticut Valley, Cape Cod District and the Pine Tree State.

The W. L. Douglas Shoe Company has continued to grow and prosper. The Cheney and Skinner Silk Mills, which have been continuous and consistent if not extensive advertisers, have grown year by year until they are among the largest of their kind.

The high grade writing papers, particularly those which have been adequately advertised, are still more extensively manufactured in Massachusetts than anywhere else.

Even in the industries which have failed to maintain a leadership once enjoyed, there are individual representatives who have advertised themselves into continued prosperity.

As one of the speakers pointed out, in the political leadership that New England has long enjoyed there seems to have been an unfortunate mistake in substituting political lobbying for modern merchandising. Congressional committees and national commissions have been sometimes mistaken for the wide markets of the United States. All this is worth the careful consideration of a large number of New England industries still active, but over conservatively advertised and marketed.

FLESH-POTS AND MENTAL SQUALOR

BERTRAND L. CHAPMAN

A NATION cannot last as a money-making mob: it cannot go on despising literature, despising compassion, and concentrating its soul on Pence. It must discipline its passions, and direct them, or they will discipline it, one day, with scorpion-whips. It is in the blunt band and the dead heart, in the diseased habit, in the hardened conscience, that men become vulgar; they are forever vulgar, in proportion as they are incapable of sympathy — of quick understanding, — of the "touch-faculty" of body and soul. — RUSKIN.

ingly to live with the gods — not sit in a warm place waiting for our nurses to come to feed us.

Emerson and Thoreau only elaborate when they describe man as a god in ruins, amid the poetry that is the stuff our lives are made of.

Unfortunately, we find out only too soon for ourselves that our finer tastes are blunted by the gathering of the husks of life, and the doors of inspiration shut upon us, one by one, while we live the lives of "gold-diggers" or "gratified savages."

Yet we may make our own world, according to Hugh Black. If to one man there are no far horizons, no stainless peaks, no adventures of the soul, to another the doors are ever open.

There is today a thrill of expectancy in the air. We are on the threshold of change greater than any yet known. The world has broken away from its moorings.

But a sloppy trust that things are going to turn out all right will only lead to the morass. Faith needs to be informed by fact, and inspired by knowledge.

Since there is nothing but the new, we must dream dreams and see visions. We must do creative reading. For you will agree with Goethe that to act is so easy, to think is so hard.

IT would be unfair to Job and Solomon and Moses to call Aristotle and Epictetus and Marcus Aurelius the fathers of modern research.

Yet they undoubtedly did original investigating and their findings on this business of life are most happily worded.

They say, for example, that man's highest happiness should be found in the exercise of his highest faculty, intelligence — that we ought accord-

THE FORUM

Guide, Philosopher and Friend
of the Thinking Minority

EDITED BY HENRY GODDARD LEACH

Park-Lexington Building, New York

The Swiftest Messenger You Can Employ

Always ready at any hour of the day or night. Will reach every part of the school in 5 seconds or less.

When your school is equipped with the P.A.X., their teachers will have their entire school under control and never needlessly leave the room.

Simply operating the dial on a P.A.X. phone gives, of course, a direct connection with any telephone instrument or office in the school or outside. By simply turning the dial, the teacher can instantly connect with any other teacher or office in the school or outside.

The P.A.X. provides the safety of a private messenger service. By simply turning the dial, the teacher can instantly connect with any office or school board member, or any man, not requiring teachers to constantly leave their desks.

Our latest product is a complete telephone system, especially designed for the school, which is the P.A.X. system. It is the result of the P.A.X. research and development work of the Automatic Electric Company.

Automatic Electric Company

P-A-X
PRIVATE AUTOMATIC EXCHANGE

The advertising of the Automatic Electric Company is handled by Ferry-Hanly Company.

Automatic Electric Company individuals
who are readers of Printers' Ink and
Printers' Ink Monthly:

NAME	TITLE	WEEKLY	MONTHLY
H. A. Harris	<i>Vice-President and General Manager</i>	Yes	Yes
Grant Pelton	<i>Vice-President in charge of Factory</i>	"	"
W. F. Benoist	<i>Treasurer</i>	"	"
O. V. Dodge	<i>Sales Manager</i>	"	"
T. C. Thompson	<i>General Superintendent</i>	"	"
H. E. Clapham	<i>Advertising Manager</i>	"	"

Frank Holton & Co.

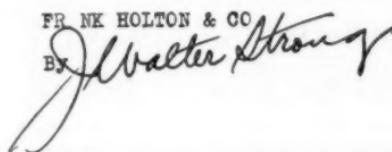
INCORPORATED

We receive both PRINTERS' INK and PRINTERS' INK MONTHLY. Our President, Mr. Frank Holton, sees your publications when they have anything of particular interest to him. Mr. H. J. Charlton, who is director of sales and advertising, reads the two publications, as does his assistant, who is the writer of this letter. Both publications are read by Mr. L. H. McQueston, who is in charge of the agency department, Mr. L. C. Howe, a correspondent, is always very much interested in any articles pertaining to letter writing, etc., and Mr. A. S. Ritter, Credit Manager, reads those articles of particular interest to his department.

"We have a good many employees in the factory and there are several of them who read PRINTERS' INK, especially the WEEKLY. Although they are not doing actual sales or advertising work, quite a number of them are interested in these things, however, in spite of the fact that they are working at the bench in the actual manufacture of Holton instruments. It is not at all uncommon to go into the shop and see a copy of PRINTERS' INK on some bench where it has been taken by one employee to pass the good things to another."

FR. NK HOLTON & CO.

BY



129,022 ABC

Weekly Average Net Paid
Six Months Ending June 30th
 ~ Publisher's Statement ~

Proof! !

Lowest Agate Line Rate of All

A. B. C. RADIO MAGAZINES

TAKING the latest net paid circulation information furnished by the Audit Bureau of Circulations and the latest rate cards of the Radio Magazine publishers we find the following facts about advertising rates:

	Maxi- milline	Mini- milline
Magazine A . .	\$10.45	\$ 9.40
RADIO DIGEST	9.30	6.05
Magazine C . .	12.66	11.30
Magazine D . .	15.13	10.81
Magazine E . .	20.23	10.61
Magazine F . .	14.99	11.99

Fastest Growing Radio Magazine

DECEMBER MAGAZINES

**VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES**

(Exclusive of publishers' own advertising)

Standard Size

	Pages	Lines
Atlantic Monthly	142	31,996
Review of Reviews.....	123	27,678
World's Work	115	25,754
Harper's	112	25,269
Scribner's	87	19,684
Bookman	72	16,133
Current Opinion	43	9,779
Century	42	9,408
Street & Smith Comb..	31	7,177
St. Nicholas	32	7,168
Everybody's	25	5,719
Munsey's	20	4,488
Wide World	18	4,208
Blue Book	17	3,992

Flat Size

	Columns	Lines
American	308	44,129
True Story	294	42,075
Physical Culture	236	33,777
Cosmopolitan	209	29,951
True Romances	207	29,672
American Boy	157	26,775
Boys' Life	142	24,280
Red Book	166	23,781
Photoplay	159	22,869
Motion Picture Magazine	116	16,592
Success	101	14,489
Hearst's International ..	95	13,716
Asia	95	13,554
Sunset	91	13,163
Elks Magazine	70	10,716
Picture Play	64	9,262
True Confessions	59	8,494
Film Fun	58	8,394
Screenland	52	7,610
Macfadden Fiction-Lover's	50	7,193
Boys' Magazine	28	4,760

WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues)	669	105,796
Ladies' Home Journal ..	399	67,974
Harper's Bazar	343	57,722
Good Housekeeping ...	383	54,859
Woman's Home Comp..	250	42,644
Pictorial Review	178	30,340
McCall's	159	27,184
Delineator	159	27,096
Designer	141	23,978
Hollands	123	23,372
Modern Priscilla	89	15,224

**The News Value of
Industrial Advertising****How Chief Executives
Take Action
Where to reach them**

You ran a short sketch about our Brick Cleaning Machine in the New Machines and Methods Department of Forbes. Shortly after we ran some advertising in the — (Leading Trade Paper).

Now above all things you would think that a publication catering as this excellent publication does to the very people we want to reach would be an ideal publication to pull inquiries on this brick cleaning machine.

Yet, in checking up the source of inquiries, we find we received about ten times as many inquiries from Forbes Magazine about this Brick Cleaning Machine than we have through the advertising in the — (Leading Trade Paper).

That they are not idle inquiries is evidenced by the fact that actual orders have resulted from the inquiries coming through your publication.

I cannot account for this and pass it on thinking it might interest you and your advertising man. At least HE can theorize on it all he wants.

Our theory is that the chief executives, such as are reached by Forbes, are interested in any and all products whereby they can make or save money. The evidence presented is tangible proof of what many people still regard as a theory. Industrial advertisers who use Forbes will get co-operation and action.

FORBES

Members of A. B. C.

WALTER DREY, Vice-President

120 Fifth Avenue, New York

Western Manager

H. S. IRVING

Peoples Gas Bldg., Chicago

Financial Advertising Manager

EDWIN V. DANNENBERG

120 Fifth Ave., New York

New England Representatives

BURLINGAME & BURNS

Little Building, Boston

Dec. 11, 1924

**Largest Circulation
in
Connecticut's
Largest City!**

NEW HAVEN REGISTER

CIRCULATION more than DOUBLE that of any other New Haven paper, and steadily growing

More than 42,000 people buy the Register every night

Enormous Lead in Advertising!

First ten months 1924 the REGISTER led next nearest paper

3,855,858 lines

The REGISTER carried 1,531,525 lines more Local display advertising than next nearest paper.

The Register Led Them

1,161,140 lines National

and

1,163,193 lines Classified Advertising

In Advertising
Register Actually
"Leads by Millions"

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

	Columns	Lines
Child Life	93	13,299
Woman's World	76	12,957
Farmer's Wife	62	12,166
People's Pop. Monthly	54	10,402
People's Home Journal	58	10,010
Mother's Home-Life	51	9,082
Fashionable Dress	50	8,572
Needlecraft	45	7,797
Today's Housewife	39	6,595
Mess. of Sac. Heart (pg)	22	5,061

GENERAL AND CLASS

	Columns	Lines
The Spur (2 issues)	649	109,144
Town & Country (2 is.)	450	75,683
Radio News	437	64,247
House & Garden	369	58,425
Country Life	305	51,284
Vanity Fair	321	50,731
Popular Mechanics (pg)	189	42,336
Popular Science Monthly	271	38,882
Arts & Decoration	225	37,884
Popular Radio (pg)	168	37,632
Radio Broadcast (pg)	142	31,844
House Beautiful	182	28,809
System	200	28,669
Radio	191	27,044
Normal Instructor	146	24,873
International Studio	161	22,899
Theatre	116	18,366
Scientific American	104	17,811
Science & Invention	120	17,786
Nation's Business	116	17,159
Field & Stream	116	16,629
World Traveler	95	14,038
Garden Mag. & Home Bldr.	81	12,614
Motor Life	78	12,324
Business	85	12,126
Outdoor Life	73	10,575
National Sportsman	70	10,042
Outdoor Recreation	65	9,303
Association Men	58	8,176
Rotarian	51	7,364
Forest & Stream	48	6,872
Extension Magazine	32	5,588

CANADIAN MAGAZINES

	Columns	Lines
Maclean's (2 Nov. is.)	273	47,916
West. Home Mo. (Nov.)	149	26,850
Canadian Home Journal	146	25,610
Rod & Gun in Canada	62	8,884

NOVEMBER WEEKLIES

November 1-7	Columns	Lines
Saturday Evening Post	371	63,197
Literary Digest	110	16,768
American Weekly	48	13,206
Radio Digest	56	10,512
Forbes	65	9,972



Rebellious Youth

Our sons, our daughters and their friends, boys and girls of high school age, everywhere are indulging in an orgy of revolt against the accepted order of things.

In place of the ideas and ideals of their parents they have substituted their own. Our codes are those of twenty years ago. Youth has found them inadequate for a generation raised on motor-cars, movies, radios and jazz.

Judge Lindsey of Denver knows and under-

stands the minds of our young people better than they understand themselves.

He has written a remarkable exposition of the mind of modern youth—its promise and its perils.

Responsible citizens owe it to themselves, their children and posterity to read "The Revolt of Modern Youth," by Judge Ben B. Lindsey, which begins in the December issue of Physical Culture. A complimentary copy of the December issue will be sent you on request.

Final forms for the February issue close December 20th

Physical Culture

"To Build a Stronger Nation"

W. C. W. DURAND, Advertising Director
1926 Broadway

New York

Dec. 11, 1924

Dec.

	Columns	Lines		Columns	Lines
Collier's	38	6,488	New Republic	14	2,131
Outlook	40	5,842	Judge	8	1,274
Life	36	5,201			
Christian Herald	27	4,738	November 29-30	Columns	Lines
Argosy-All-Story (pg)	18	4,186	Saturday Evening Post	328	55,787
American Legion Wk.	22	3,209	Literary Digest	82	12,574
The Nation	19	2,782	American Weekly ...	36	10,001
New Republic	17	2,572	Radio Digest	36	6,896
Judge	14	2,062	Collier's	36	6,248
Youth's Companion ..	11	1,958	Christian Herald	25	4,292
Churchman	13	1,881	Churchman	15	2,156
			Judge	14	2,029
			Argosy-All-Story (pg)	8	1,912
November 8-14	Columns	Lines			
Saturday Evening Post	463	78,752	Totals for November	Columns	Lines
Literary Digest	124	18,893	Saturday Evening Post	2037	346,459
American Weekly ...	45	12,469	Literary Digest	539	82,060
Collier's	48	8,263	American Weekly ...	206	56,682
Radio Digest	33	6,212	Radio Digest	253	47,642
Outlook	41	5,942	Collier's	218	37,189
Christian Herald	26	4,497	Outlook	184	26,365
Life	29	4,184	Christian Herald	135	23,066
Youth's Companion ..	20	3,458	Forbes	119	18,098
New Republic	23	3,454	Life	121	17,410
Amer. Legion Weekly	22	3,261	Argosy-All-Story (pg)	69	15,678
Argosy-All-Story (pg)	13	3,059	Churchman	89	12,548
The Nation	18	2,520	The Nation	88	12,337
Churchman	14	1,960	Youth's Companion ..	69	11,869
Judge	8	1,150	New Republic	77	11,440
			Amer. Legion Weekly	74	10,585
November 15-21	Columns	Lines	Judge	60	8,594
Saturday Evening Post	491	83,554			
Literary Digest	131	19,948	RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS		
Radio Digest	93	17,578			
American Weekly ...	41	11,479			
Collier's	50	8,587			
Forbes	53	8,126			
Outlook	50	7,249			
Christian Herald	34	5,860			
Life	36	5,159			
Argosy-All-Story (pg)	17	3,946			
New Republic	22	3,283			
Youth's Companion ..	16	2,863			
Churchman	20	2,807			
The Nation	19	2,730			
Judge	14	2,079			
Amer. Legion Weekly	11	1,699			
November 22-28	Columns	Lines			
Saturday Evening Post	383	65,169			
Literary Digest	91	13,877			
American Weekly ...	34	9,527			
Collier's	44	7,603			
Outlook	51	7,332			
Radio Digest	34	6,434			
The Nation	30	4,305			
Churchman	26	3,744			
Christian Herald	21	3,679			
Youth's Companion ..	21	3,590			
Life	20	2,866			
Argosy-All-Story (pg)	11	2,575			
Amer. Legion Weekly	16	2,416			

A Periscope on the Circus

ALL the world's a circus tent (as Shakespeare did not say). But the biggest show on earth is also the hardest to watch—too much going on.

Even if you had no part to play and could devote all day every day to being a spectator, you still would need several pairs of eyes for the feature acts and as many for the sideshows.

Current Opinion supplies those eyes, and spares you the tedious incidentals and repetitions and the waits for scene-shifting. Sitting in your comfortable armchair you turn the Current Opinion periscope on life's great performances and view the finest feats of human genius at close range.

A hand-picked audience is enjoying the big show through Current Opinion's periscope. Is your product to be shown in its magnifying glass during 1925?

CURRENT OPINION

100,000 Net Paid Guaranteed

Eastern Advertising Manager Western Advertising Manager

R. B. SCRIBNER

**50 West 47th Street
New York, N. Y.**

A. W. KOHLER

**30 North Michigan Blvd.
Chicago, Ill.**

Dec

FOUR-YEAR RECORD OF DECEMBER ADVERTISING GENERAL MAGAZINES

	1924	1923	1922	1921	Totals
Maclean's (2 Nov. issues)	47,916	47,636	41,085	37,849	174,486
American	44,129	46,164	36,440	28,310	154,943
Atlantic Monthly	31,996	34,238	33,318	28,973	128,525
Physical Culture	33,777	30,846	31,301	24,226	120,150
Review of Reviews	27,678	31,920	33,257	26,656	119,511
World's Work	25,754	30,912	28,448	26,208	111,322
Red Book	23,781	29,591	29,928	26,579	109,879
American Boy	26,775	28,124	26,400	22,593	103,892
Harper's	25,269	28,147	26,941	22,680	103,037
Cosopolitan	29,951	26,826	22,692	15,882	95,356
Scribner's	19,684	29,512	25,182	18,648	93,026
Photoplay	22,869	22,848	21,988	18,029	85,734
Boys' Life	24,280	18,800	14,671	15,796	73,347
Motion Picture Magazine	16,592	19,956	16,712	12,262	65,522
Century	9,408	21,311	16,114	12,488	59,321
Sunset	13,163	16,552	15,292	11,239	56,246
Hearst's International	*13,716	*15,438	*10,633	8,083	47,870
†Macfadden's Fiction-Lover's	*7,193	*12,269	*15,971	12,061	47,494
Current Opinion	9,779	11,492	10,598	6,769	38,638
Boys' Magazine	4,760	9,485	10,808	9,746	34,799
St. Nicholas	7,168	8,232	9,156	9,758	34,314
Everybody's	*5,719	*5,888	*4,093	3,222	18,922
Munsey's	4,488	5,964	4,796	3,248	18,496

*New Size. †Formerly Metropolitan.

	WOMEN'S MAGAZINES	MAGAZINES	MAGAZINES	MAGAZINES	MAGAZINES
Vogue (2 issues)	105,796	100,108	83,851	65,773	355,528
Ladies' Home Journal	67,974	72,815	78,704	67,932	287,425
Harper's Bazaar	57,722	56,169	48,429	32,942	195,262
Good Housekeeping	54,859	51,795	50,339	32,547	189,340
Woman's Home Companion	42,644	40,972	41,100	27,086	151,802
Pictorial Review	*30,340	42,400	40,305	24,333	137,378
McCall's	*27,184	35,788	35,739	17,715	116,426
Delineator	27,096	26,135	28,015	24,137	105,383
†Designer & Woman's Mag	23,978	21,811	23,099	20,083	88,971
Modern Priscilla	15,224	16,128	22,310	16,575	70,237
Woman's World	12,957	14,520	13,487	9,503	50,467
People's Home Journal	10,010	14,550	15,246	10,300	50,106
People's Popular Monthly	10,402	12,745	11,093	8,970	43,210
Needlecraft	7,797	7,599	10,030	7,580	33,006
Mother's Home-Life	*9,082	*8,839	*7,681	5,673	31,275
Today's Housewife	*6,595	*5,084	*5,562	4,435	21,676

*New size. †Two magazines now combined.

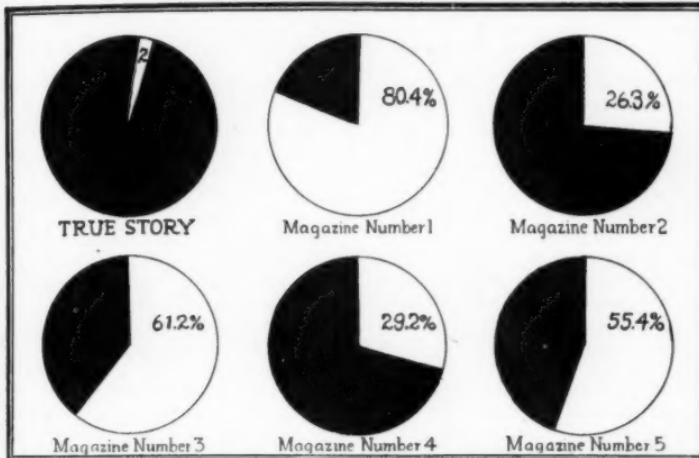
	CLASS MAGAZINES				
Town & Country (2 issues)	75,683	60,681	67,319	†50,919	264,602
House & Garden	58,425	63,695	46,376	25,901	194,397
Vanity Fair	50,731	52,322	45,731	38,473	187,257
Country Life	51,284	43,848	35,536	29,786	160,454
Popular Mechanics	42,336	38,976	35,896	37,520	154,728
Arts & Decoration	37,884	28,524	38,695	36,376	141,479
Popular Science Monthly	*38,882	*31,361	31,457	20,696	122,396
System	28,669	30,592	25,662	27,548	112,471
House Beautiful	*28,809	23,969	17,697	14,203	84,678
Theatre	18,366	21,038	16,229	20,144	75,777
Science & Invention	17,786	17,446	19,491	19,547	74,270
Field & Stream	16,629	19,591	15,873	15,015	67,108
Nation's Business	17,159	19,807	17,306	11,466	65,738
Scientific American	*17,811	*15,632	*13,981	9,434	56,858
National Sportsman	10,042	13,054	14,672	12,062	49,830
Outdoor Life	10,575	13,233	13,019	9,712	46,539
Outdoor Recreation	9,303	10,143	10,758	8,672	38,876
Forest & Stream	6,872	9,270	9,277	6,403	31,822

*New size. †Three weekly issues.

	WEEKLIES (Five November issues)				
Saturday Evening Post	346,459	\$266,014	\$219,890	\$164,814	997,177
Literary Digest	82,060	\$70,444	\$64,652	\$56,819	273,975
American Weekly	56,682	\$78,817	\$54,222	\$51,757	241,478
Outlook	\$26,365	\$24,898	\$27,439	\$29,332	108,034
Collier's	37,189	\$20,974	\$17,500	\$11,487	87,150
Christian Herald	23,066	\$20,083	\$19,364	\$19,545	82,058
Life	\$17,410	\$20,344	\$20,355	\$14,996	73,105
Judge	8,594	\$11,358	\$10,677	\$4,451	35,080

♦Four issues.

	GRAND TOTALS	2,120,576	2,095,623	1,909,888	1,523,967	7,650,054



The Percentage of Subscription Sale Is Indicated by the Figures and the White Space

If news-stand sale is a criterion of the degree of public acceptance a magazine enjoys—then study this chart. And True Story is sold at a quarter a copy.

True Story

Magazine

Names of these magazines furnished on request

The Little Schoolmaster's Classroom

FOR some time the Schoolmaster has read the advertising of the Chicago & Eastern Illinois Railway as "the noiseless route" on which the over-night traveler between Chicago and St. Louis could obtain sleep. A few days ago he talked with E. H. Batchelder, general passenger agent of the road, who explained just what lay back of this advertising. "In the first place the C. & E. I. has a fine natural road bed on a right of way which runs through quiet farm lands," he told the Schoolmaster. "There are not more than a half dozen towns of more than 2,000 population on our route between Chicago and St. Louis. That means no stops for our through trains and consequently no taking on of baggage or passengers to disturb sleeping travelers. There you have the nucleus for advertising which differentiates us from most railroads.

"Right here the human element enters. Long ago when we first thought of advertising as 'the noiseless route' we debated the wisdom of issuing bulletins ordering trainmen and porters to be unusually quiet on our night trains. It was decided that the fewer orders of this kind the better.

"However, it did not take our employees long to catch the spirit of our advertising and they have been as quiet and as considerate of passengers as they would have been had they deliberately sworn themselves to silence. At Villa Grove, Ill., the division point where two of our night trains meet, we shut down our shops for ten minutes every night. Not a wheel turns. All signals are quiet signals given chiefly by flashing lights. Whistles and bells are silent. Having advertised our ideals, there is a strong incentive to our employees to live up to them and we almost never have complaints from passengers."

The C. & E. I. advertising has given the road a reputation for quiet which has grown to be one of its real assets and an active sales factor. Perhaps other advertisers can borrow a little something from this experience in searching out a natural advantage, strengthening that advantage and capitalizing it by advertising it.

* * *

The "advertising vocabulary" is sometimes accused by certain style purists of being fearful and wonderful. Such expressions as making the country "conscious" of this or that product, of "selling" an idea and many other words and terms have been attacked or ridiculed. The other evening the Schoolmaster heard a discussion on the word "follow-up." There was nothing which annoyed him more, one man asserted. It was awkward and not even good English. Another man, quoting the amiable and able Sydney Walton, C.B.E., M.A., B. Litt., as his authority, said that it came from one of the ancient and glorious songs of Harrow School, founded by John Lyon in 1571. According to Mr. Walton it is the refrain from the old Harrow song which has gone out to the ends of the earth. It has become so closely connected with the business of advertising that most people now think the advertising men invented it. The Schoolmaster, like the rest, was surprised to discover that this supposedly modern advertising expression was clothed with respectable and scholastic antiquity.

* * *

Any established manufacturer adding a new product might do well in emulating the example of P. L. Thomson, of the Western Electric Company, before actual advertising for the new product appears.

Just before the Western Electric was ready to advertise a certain new product, it occurred to



The Consumer buys his home from a realtor

Realtors lead the country in the extent of their home and apartment building operations. These homes and apartments are sold to the public.

Manufacturers of building material or equipment who have built up consumer acceptance through national advertising or through the merits of their product, will find profit in selling to realtors. Realtors can capitalize this consumer acceptance in selling their homes.

Well known, quality materials in homes enhance their sales value. For their large group home building operations realtors buy large quantities of materials and buy them from the standpoint of how they will add to the sales value of the completed homes.

If your product will add sales or rental value to homes or apartments, we can help you sell it to realtors.

NATIONAL REAL ESTATE JOURNAL

PORTER-BEDE-LANGTRY CORP., Publishers
139 North Clark Street :: CHICAGO, ILL.

Dec. 11, 1924

PREMIUM LISTS AND CATALOGS

—Premium lists and catalogs are prepared by us to fill the particular requirements of our patrons. They retain their identity at all times; the premium leaflet or catalog and the coupon or voucher are theirs.

—Premium lists may take the form of an inexpensive leaflet or an elaborate book in colors. The customer decides.

—Premium lists are furnished at a very low charge, as illustrations are produced from our stock plates, of which we have hundreds, fitting every requirement.

—Sample lists and catalogs and booklets explaining our Service mailed on request.

THE PREMIUM SERVICE CO., Inc.
199 Franklin Street New York



House Organs

We are the producers of some of the oldest and most successful house organs in the country. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

The William Feather Company
607 Caxon Building : Cleveland, Ohio



Trade Marks and Trade Names

Our Washington correspondent enables us to keep our readers posted on important trade marks and trade name decisions.

**WESTERN
ADVERTISING**
560 Market St., San Francisco
6 months' trial subscription with Big January Annual \$1

Mr. Thomson that he ought to test his distributors on the way they would follow up inquiries that such advertising would bring. He caused a number of inquiries asking for information on the new product to be sent to distributors in different parts of the country.

The response to these letters indicated that additional work was necessary with the distributors and the appearance of the advertising was delayed until that job was done.

The Schoolmaster believes that Mr. Thomson has hit upon a good way of making certain that his house is in order and ready to receive business before he advertises for it.

* * *

The sales manager who overlooks the opportunity of getting the viewpoints of the credit and advertising managers on the material he plans to use in a sales manual is missing a good bet, in the opinion of F. S. Fenton, Jr., sales manager of Coppes Bros. & Zook.

If the viewpoints and experiences of those two individuals—the credit manager and the advertising manager—are incorporated in your sales manual, Mr. Fenton says, then you have an authority all three recognize as an authority whenever a sales discussion or specific sales case comes up that affects either the credit or advertising department, or both.

* * *

The Ralston Purina Company gets out "how-to" publications for its dealers that interest the Schoolmaster.

The idea back of these dealer-help publications was explained by E. T. Hall, secretary of the company, in a talk before the recent annual meeting of the Association of National Advertisers when he said:

"Nothing is ever said in these

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTRÉAL

WINNIPEG

A Christmas Gift You Would Pick for Yourself

Third Annual of Advertising Art

Just Published—Ready for Immediate Delivery

Over 700 illustrations. Foreword by Stanley Resor, President of American Association of Advertising Agencies. Beautifully bound. Limited edition. Price, \$7.50.

"The Annual is a book to have at home for enjoyable reading, and at the office for instant reference."

"There are many dull picture books—this one lives."

"It saves the advertising man hundreds of hours a year in searching for ideas."

"It is a veritable dictionary of technique, layouts and modern advertising art."

"We have already disposed of six copies and can use twenty-four more."

"I do not know of any better collection of ideas and drawings grouped together as they are."

"We would feel entirely lost were we not in possession of a copy."

The names of those quoted above are published in our prospectus, sent on request.

Send your order with remittance (\$7.50 for each copy wanted) to The Book Service Company, 15 East 40th Street, New York City. If you are not satisfied, return the book in good condition within five days, and your money will be refunded. The edition is limited.

Wanted: A Man

who is mentally and temperamentally equipped to supervise the correspondence of all departments in a large manufacturing organization in the Middle West.

The man we want must be of proved ability, pleasing personality and must have a perfect record of honesty and loyalty. It goes without saying that commonsense and tact are indispensable qualities.

The organization seeking this man is well established with a rapidly expanding business, having branch offices in the principal centers.

Correspondence is invited with men familiar with this line of work. All correspondence will be held mutually confidential.

Address "C," Box 198, care of Printers' Ink, 230 So. Clark St., Chicago, Ill.

"PACIFIC BUSINESS"

Edited by JAMES S. BAILEY

Do you know what's ahead for the Pacific Coast? Our INDEPENDENT information service gives accurate, unbiased facts tersely told. Latest graphic bulletin and all details on this economic and financial reservoir of comment and forecast.

Mailed on request.

BAILEY PACIFIC SERVICE

Crocker Bank Bldg.
San Francisco, Cal.

"Pioneer of the Pacific Slope"

Sell by Direct Mail

"Anything that can be sold can be sold by mail." Back up your salesmen. Sell small, isolated towns without salesmen. With one letter a merchant sold \$62,393.00 in 10 days; a retailer sold \$22,896.20 in 30 days. Send 25c for a copy of POSTAGE Magazine and actual copies of these two letters. If you sell, you need POSTAGE. Tells how to write result getting letters, folders, booklets, house magazines. \$2 a year for 12 numbers full of usable cashable selling ideas.

POSTAGE. 18 E. 18th St., New York City

PUNCHY CARTOONS
DRAWN TO ORDER
ASK FOR PROOF SHEETS
OF OUR STOCK CUTS

BUSINESS CARTOON SERVICE

35 South Dearborn Street CHICAGO, ILL

publications by the Ralston company itself. If we find a dealer doing some worth-while job we get him to write it up. If we find some good idea that a dealer could use we get a dealer to try it out and if it works we get him to write it up."

In other words, the editorial policy is: Ralston dealer publications are an "idea and experience exchange" for the dealers.

* * *

"Do your Christmas shopping early," and "Twenty shopping days until Christmas" are familiar abjurations to the American consumer. There is little doubt of their effectiveness in stimulating early shopping, but the Schoolmaster submits an English variant, taken from "Fortnum & Mason's Commentary," a house-organ issued from time to time by the firm of Fortnum & Mason, London, England:

THE KIND THOUGHT

Little Emily: Mamma, what is the kindest thing we can do this winter?

Mamma: To send our Christmas order early to Fortnum & Mason, to save the poor shopmen a backache during the rush time. How like my thoughtful Emily to ask!

Little Emily: Why does it save them a backache, Mamma?

Mamma: Because the poor fellows hardly know which way to turn just before Christmas.

Little Emily: Why don't they know which way to turn, Mamma?

Mamma: Nurse! Take Miss Emily to the nursery and keep her there for years.

A little more leisurely, perhaps, and without the same "punch" as our more familiar slogans, yet the Schoolmaster feels that in its whimsical pleasantry it has a great deal more good humor and

LETTERING and

TYPE

NEW YORK

RALPH E. DEININGER ADVERTISING DESIGNER

DECORATION

LACKNA

4749

S. T. HENRY AND WILLIAM JABINE

Announce that

They have purchased

Successful Methods

Both Mr. Henry and Mr. Jabine have been actively associated with Successful Methods since it was founded about six years ago.

Mr. Henry was vice-president of the McGraw Publishing Company, and prior to that was for ten years on the editorial and advertising staffs of Engineering Record. He has been in direct charge of the development and maintenance of the mailing-list of Successful Methods. This list consists of 40,000 hand-picked individuals and concerns engaged independently in outdoor construction work and bulk-material handling, or in charge of such operations in various lines of industry. Mr. Henry has arranged his other affairs so he can continue on this mailing-list work, and also take a greater part in the management of the magazine.

Mr. Jabine, who has been engaged in newspaper and editorial work since 1907, will continue as Editorial Director of Successful Methods.

Advertising in Successful Methods is restricted to full-page announcements of non-competing concerns. This policy was adopted when the publication was started, in order to accomplish several ends. First, it permits a proper balance between text and advertising. Second, the magazine is kept to a relatively small number of profusely illustrated pages, thus resulting in a size and appearance which appeal to the outdoor men to whom it is sent. Third, the advertiser need have no fear that his message will be "lost in the crowd." Finally, the advertiser's copy does not have to compete for attention with that of his competitors.

There is still an opportunity for leaders in lines not already advertised in Successful Methods to join the group of advertisers who have found Successful Methods a valuable medium.

Every advertiser in the December issue has renewed for 1925.

No advertising solicitors are employed, but detailed information may be obtained by writing to

SUCCESSFUL METHODS

141 Centre Street, New York City

AGENCY EXECUTIVES

ARTIST of national reputation who has made several recent Saturday Evening Post covers and contributed to leading magazines will do part time work with agency of standing, on reasonable time or salary basis. Specialist in figures, interiors, landscapes; has had extensive newspaper experience including fast and effective lettering; can do quick and striking layouts.

Address "D," Box 199,
In care PRINTERS' INK.

AUTOMOTIVE COPY

DAN STONEGLASS
2261 ANDREWS AVE.
NEW YORK

WANTED CANADIAN MAILING LISTS

Will buy, rent or have addressed from your plates names of Canadian women interested in earning money at home. Or, what is nature of your mailing list of Canadian women? We might use it to our mutual advantage.

University Bureau of Research
558 Elmwood Ave., Evanston, Ill.

Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers—National, State and Local Individuals, Professions, Business Concerns.

99% GUARANTEED 5¢ each by refund of

ROSS-Gould Co. 547 N. 10th St. St. Louis

RIVERSIDE (California) ENTERPRISE

Only morning, only Sunday newspaper in Riverside County.

Only Newspaper with Merchandising Department for Advertisers.

Only Newspaper with National Display Window. LaCoste & Maxwell
New York and Chicago

acts quite as much of a spur to the rhinoscerian conscience.

* * *

The Schoolmaster has often preached that the manufacturer who sells quality raises himself to a plane higher than that of his competitors.

An unusual illustration has recently come to his notice in an address made by Robert S. Binkerd, vice-chairman of the Committee on Public Relations of the Eastern Railroads, before the American Grocers Specialty Manufacturers Association.

About the hardest problem that the railroads face today, according to Mr. Binkerd, is: How can enough railroad cars be obtained to satisfy the insistent demand for accommodations on extra-fare trains?

The Schoolmaster wonders if the Class can see the picture of a multitude of people clamoring for the chance to pay a premium in order to ride on a "special" train—the quality product of the railroads—and then fail to agree with him on the wisdom of selling "quality" whenever possible.

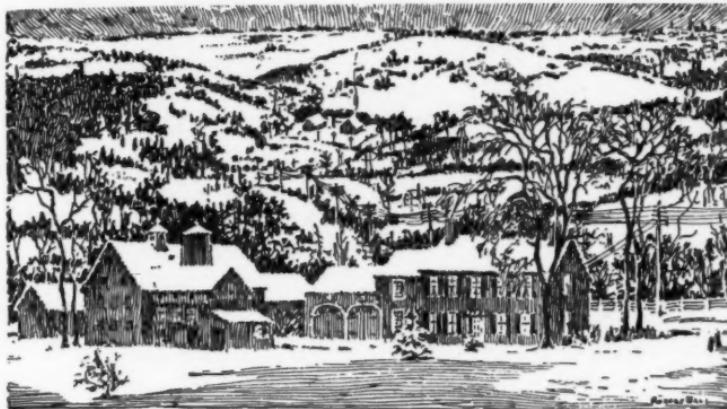
William C. Reick Dead

William C. Reick, former owner of the New York *Sun* and *Evening Sun*, died at his home at New York on December 7. He was sixty years of age.

Under James Gordon Bennett, he managed the New York *Herald* from 1899 to 1906, serving as president of the New York Herald Company in the last three years of that period. In 1907 he became president of the Public Ledger Company, Philadelphia, but left the same year to join the management of the New York *Times*. Purchasing a controlling interest in 1911 in the old New York *Sun* and *Evening Sun*, he continued with these publications until after the amalgamation of the *Sun* with the *Herald* by Frank A. Munsey. Mr. Reick became president of the New York *Journal of Commerce* in 1921 and retired in 1923.

BUILDING SUPPLY NEWS CHICAGO ABC AND APP

EAGERLY READ WEEKLY BY 5000 DEALERS



NEIGHBORS

When Ephraim Crosby made a clearing far out on Valley Road and built his house, he had no neighbors. He lived an independent life, producing on the farm practically all that his family ate and wore. Emergencies—sickness and fire and protection of his homestead from prowlers—he met for himself. Later he had neighbors, one five and another eight miles away. Sometimes he helped them with their planting and harvesting, and they helped him in turn. Produce was marketed in the town, twenty miles along the cart-road.

Today Ephraim Crosby's grandchildren still live in the homestead, farming its many acres. The next house is a good mile away. But the Crosbys of today are not isolated. They neighbor with a nation. They buy and sell in the far city as well as in the county-seat. They have at their call the assistance and services of men in Chicago or New York, as well as men on the next farm.

Stretching from the Crosbys' farm living-room are telephone wires that lead to every part of the nation. Though they live in the distant countryside, the Crosbys enjoy the benefits of national telephone service as wholly as does the city dweller. The plan and organization of the Bell System has extended the facilities of the telephone to all types of people. By producing a telephone service superior to any in the world at a cost within the reach of all to pay, the Bell System has made America a nation of neighbors.



**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

BELL SYSTEM

One Policy, One System, Universal Service

Dec. 11, 1924

Dec. 11

Classified Advertisements

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

FOR SALE

One Taylor Projector, almost new. Just the thing for people doing high-class color printing. Downingtown Paper Box Company, East Downingtown, Pa.

Technical Periodicals, desiring a London office, with or without representation in Editorial or Advertising Departments, please address Mr. Jennings, 26, Inverness Terrace, Hyde Park, London, W. England.

Merchandising Counsel

Excellent contacts and first hand information make advertiser extremely valuable in advisory capacity to manufacturers distributing product principally through department stores. Box 961, P. I.

ACCOUNT EXECUTIVE

who would be interested in starting agency, write Box 977, care of Printers' Ink.

Experienced Advertising Salesman of good standing wanted with capital to join me in the publication of one class and one trade-paper—one already on market, other soon to be. Each affords an unusual opportunity. Box 973, P. I.

HELP WANTED

Advertising Solicitor wanted for class-paper and another for trade-paper; liberal, but strictly commission basis; New York City publication. Further particulars, Box 972, Printers' Ink.

SALES PROMOTER

Another competent associate needed by successful New York sales promotion organization. Advertising agency and selling experience desirable. Part or full time. Box 964, Printers' Ink.

Interior Decorator Wanted

We are large manufacturers of building material. We want a balanced, level-headed—not temperamental—executive who thoroughly understands interior design and decoration and can express that knowledge in letter-salesmanship. Should be able to read blue-prints. Splendid opportunity for a loyal, ambitious, hard-working executive who can adapt himself to a red-blooded organization—free from politics—where everyone stands on his own feet. Box 981, Printers' Ink.

WANTED—Sales Manager capable of handling force of field men and of proven selling ability. Must be experienced in stove lines. Give full particulars in first letter and interview will be granted. Address Box 957, Printers' Ink.

Classified Advertising Manager for Mid-West metropolitan newspaper. Results obtained will determine future emolument. State experience, qualifications, age and salary desired to start with. Applications treated confidentially. Box 959, Printers' Ink.

ADVERTISING SALESMAN—Leading New York musical weekly requires capable man, previous experience preferred. Excellent opportunity. Permanent. Knowledge of music essential. Salary and commission. All communications confidential. Box 980, Printers' Ink.

INDUSTRIAL WRITER

Strong national organization wants young writer, preferably with engineering training. Experience with newspaper or high-grade trade-paper or in direct-by-mail work essential. Permanent position in Chicago with varied duties and excellent future. Send full details, including age, salary expected and photograph. Box 985, Printers' Ink, Chicago Office.

We are looking for that "one in a hundred" type of printing salesman who not only is capable of selling direct advertising campaigns to big executives, but who is actually closing large contracts for such business right now.

We have one of the finest equipped plants in New York City with capably staffed research, plan, art, and copy departments. For the right man, this is a real opportunity for a profitable and pleasant future. In writing for appointment, please tell us about yourself fully and frankly. It will be held in strict confidence. Address Box 960, Printers' Ink.

OPENING FOR REAL PRODUCER

If you have been successful in selling a high-grade specialty, or in selling that requires more than mere order-taking, you will be interested in this ad. A recent addition to our line enables us to offer a few excellent territories to men who can measure up to our requirements. Although only 19 years in business, we are at present the leading manufacturer of its kind in the world, both in volume and quality, and our Products are internationally known and used. Every type of business and social organization, large or small, has genuine need for our Products, some customers now having in use upwards of \$50,000 worth. To a real producer there is opportunity for earnings in our business well above the average, an opportunity to engage in a life work of which he can well be proud. In answering, if you will give us your age, state whether married or single, and give us an idea of your previous experience, it will assist us materially in arranging for an interview. Box 978, Printers' Ink.

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COLORIST

Man wanted with experience in mixing and matching colors. Must possess artistic sense, mathematical knowledge and ability to handle light machinery. One experienced in dyeing or printing preferred. Large New Jersey manufacturing company. State age, experience and expectations. Address M. C. 810 Broad Street, Newark, N. J.

POSITIONS WANTED

Furniture Advertiser (age 38) with 17 years chain store experience. Knows every phase of advertising and furniture. Now with leading agency—change Jan. 1. Salary \$5,000. Box 965, Printers' Ink.

Advertising Man, 12 years' experience, wishes position with manufacturer, selling agent or store. Now in New York. Will locate anywhere. Efficient and wants good connection. Box 970, Printers' Ink.

Sales Promotion Work by well-educated young woman with executive ability and training in publicity, advertising and editorial writing. Salary, \$45. Knowledge of edge printing. Box 976, Printers' Ink.

N. Y. Adv. Writer

Big agencies' copy chief eight years, now open special work or as advertising manager. Box 971, Printers' Ink.

Editor—Weekly Tradepaper; seven years' present connection, desires change. Clear, concise, original, forceful writer. Consider weekly house-organ, editorial work, or ad copy writer for responsible concern anywhere. Box 963, P. I.

Advertising Manager, department store, women's apparel chain, direct mail, free lance. Age 31, has initiative, excellent sales promoter. Knows advertising details. Valuable assistant for busy executive. East preferred. Box 962, P. I.

Advertising Manager

Eleven years' experience. Gets last ounce of results from budget. A pinch-hitter—has sold overstocks by mail when salesmen fell down. Now with AAAA agency. Box 982, Printers' Ink.

**SUCCESSFUL
CLASS or TRADE
MANAGER-PUBLISHER**

will manage or take over unsatisfactory journal on profit-sharing basis.
Box 979, Printers' Ink

PRODUCTION MANAGER with wide experience in layouts, designs and typography, backed by a thorough knowledge of all the ramifications in Art Work, printing, engraving, direct-by-mail literature, magazine, trade and newspaper advertising. Now employed. Service available on reasonable notice. Box 966, Printers' Ink.

BUSINESS BUILDING

Sales vision harnessed to hard, earnest work. Young man whose experience in advertising and sales would be worth while to some progressive manufacturer. Box 984, Printers' Ink.

WE CONNECT THE WIRES

TELL US about that vacant position and let us tell you about the man who is ready and fit to fill it.

We operate as an employment bureau exclusively in the advertising and publishing field. No charge to employers.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

Capable advertising copy writer, layout, salesman seeks affiliation with manufacturer or agency. Energetic, reliable man, married, Protestant; permanently employed; excellent record; valuable newspaper experience. Box 974, Printers' Ink, Chicago Office.

ADVERTISING MAN—Thoroughly experienced salesman and manager; wide acquaintance New York and Eastern agencies, large national accounts, also class and trade fields; open for engagement on good-standing medium; best references. Box 968, Printers' Ink.

Advertising or Production Manager's Assistant—Well versed in agency routine. Have written copy and made layouts. Energetic, possesses initiative and a keen sense of responsibility. American College graduate. Twenty-five years. Married. Am free-lancing at present. Available December 15. Box 975, P. I.

COLLECTION MANAGER

With broad training and exceptional record in collecting difficult installment acts. seeks permanent connection where actual results and sound ideas will be rewarded. Has the knack of retaining good will while pressing accounts vigorously. Expert correspondent and builder of letters that bring in the money. Can write and install system of form letters and paragraphs to cut letter costs. Keen student of modern business methods. Legal training. Box 967, P. I.

If You Need

"A Most-Excellent-Order-Getter-Out-of-Chaos," as one employer put it; having a peculiar aptitude for meeting and getting on with people; who gets things done; as proven in experience as executive secretary and office manager with large organizations. Write Box 969, Printers' Ink.

Printing Salesman

of proven ability possessing a thorough knowledge of all the details of creative advertising and other forms of fine printing will consider position with firm where extensive experience and ability will be adequately recompensed.
"N." Box 958, Printers' Ink

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Mistress BOSTON goes to school



IN a spotless model kitchen that looks out upon the shopping crowds in Tremont Street, a staff of domestic science experts is busied with familiar household tasks. The Better Homes Bureau of the Boston Herald-Traveler is at work.

Today, perhaps, the Bureau is making practical tests of foods. Next week it will investigate kitchen utensils or some type of household appliance. Every fortnight finds a change in the products being investigated. And every week the tests are used as the basis of stories in the Herald and Traveler household pages.

How readily Mistress Boston responds to the appeal of this unique "school"! Daily, several hundred Boston women bring their intimate house-keeping problems to the Better Homes Bureau for solution. From all over New England women's clubs have written glowing letters of commendation. And prominent women are co-operating to have the Herald-Traveler idea explained personally at meetings of clubs about Greater Boston.

Shrewd advertisers see in the Better Homes Bureau another sign of the real influence of the Herald-Traveler with Boston home-makers. Into thousands of homes the Herald-Traveler goes as a friend. In most of them it is the only paper read. And here, in the Better Homes Bureau, the advertiser's products are given an intimate, personal contact with thousands of consumers.

The advertiser who seeks success for his Boston campaign should have our informative booklets, "Mistress Boston Goes to School" and "Business Boston." Both will be sent, gratis, upon request on your business stationery.



BOSTON HERALD-TRAVELER

Dec. 11, 1924

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Chicago Sunday Tribune Circulation

August - - -	903,270
September -	952,398
October - -	966,566
November -	979,295

Note that the net paid circulation of The Chicago Sunday Tribune has increased more than 76,000 during the past four months. As circulation increases cost per Milline decreases.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER